



# Prestel to give free adaptors for 100,000 more homes

by Donald Kennett

PRESTEL is aiming to put its service into 100,000 more homes, by giving adaptor sets free to customers of an as yet unnamed high-street financial institution.

But the British Telecom subsidiary is staying coy about its plans, described as "being in a delicate stage of negotiation," to boost the number of its users from less than 20,000 to 120,000.

The adaptors would have full alphanumeric keyboards and the application is described as a fully interactive home banking type operation.

Banks and building societies are known to be looking closely at electronic methods for expanding business without expanding staff and, particularly in the case of regional organisations, for expanding territories faster than they can open new offices. It has also been pointed out that each time the bank rate changes, about 12 million people send letters through the post to their banks to change their standing orders.

In West Germany the Verbraucherbank has already found viewdata useful for providing services to its customers, even though the public viewdata trial is not due to become a full nationwide service until next year.

In the US, stockbrokers have ordered portable terminals to give clients so they can get information on stock movements from databases rather than tying up brokers' time.

A Prestel spokesman described the UK project, which is being referred to as Project Y, as a result of the Department of Industry's "Commitment to Teletext and Viewdata" conference in February, at which the industry agreed that full use of viewdata's interactive capabilities would have

to be made in penetrating the residential market. "Information alone is not enough," he said.

The corporation is also discussing a separate project with a clearing bank which may lead to an announcement later this year. Details of funding are still being discussed. For Project Y, decisions still have to be made by the boards of both British Telecom and the financial organisation.

Trustee Savings Bank is to become an information provider on Prestel this month, but is out of the organisation behind Project Y. "I wish we were," a spokesman said, "but we have been a bit slow with Prestel and are still at the education stage. It seems to be a very good method of home banking, provided there can be adequate safeguards. Secrecy depends on passwords and passwords can be broken."

Tandata Marketing, the leading supplier of viewdata adaptors, confirmed that it has bid to supply 100,000 units for a home banking type application and was hopeful of getting the contract. Managing director Peter Harding declined to reveal his price and said that no deal had bid at the £70 unit price which has been suggested.

Dixons' Advanced Consumer Electronics subsidiary, which has its adaptors made in Hong Kong and mainland China, has not been approached, although managing director David Rurka said that five months ago Prestel director Frank Burgess had asked him if he would be interested in quoting for a 100,000 unit order and he had said: "Yes, obviously."

His quote would be in the £50 to £70 range, he added. ACE's range does not include an alphanumeric keyboard, but Rurka said that for a 100,000 unit order it would be easy to bring one on. The Kastenmeier Bill contains

four important provisions designed to improve the position. First, it will incorporate the World Intellectual Property Organisation (WIPO) definition of computer software into the copyright law. This is slightly wider than that incorporated in the existing Act, in that it conceivably protects the idea rather than the form in which it is expressed.

The sub-committee will start considering the Bill when it returns from its Labour Day holiday, which is next Monday.

The Bill is supported by the Association of Data Processing Service Organisations (Adaps), roughly the equivalent of Britain's CSA.

Software is theoretically already protected by US copyright legislation, but the existing provisions, in the opinion of many commentators, unclear, which means that anybody wishing to take action risks an expensive lawsuit with nothing to show at the end.

"Under US law a literary work, including software programs, cannot be a trade secret as well as a copyrighted document. This Bill



KELMAN... "This Bill will give you an extra leg on which you can sue."

## US Bill to strengthen legal protection of software

by Nicholas Enticke

An attempt to provide further legal protection for software producers is to be made in America later this month. Legislation to amend the Federal Copyright Law has been introduced by Congressman Robert Kastenmeier, who is chairman of the House Subcommittee on Courts, Civil Liberties and the Administration of Justice.

The sub-committee will start considering the Bill when it returns from its Labour Day holiday, which is next Monday.

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will change that and will also give you an extra leg on which you can sue — that is for stealing a trade secret as well as violating copyright."

Kelman added, "The deposit provision is what the whole thing's really all about. It will mean you can't just walk in to the Copyright Office and have a look at somebody else's copyrighted material."

Secondly, it provides that a copy of a copyright mark on unpublished software does not constitute publication of the material.

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## Program language announced

Inmos

by Robert Parry

INMOS, Britain's public

semiconductor firm, has

into software.

It has announced a

grammatical language de-

signated

language



HOWLETT... Starting with proven products.

## CMG puts its money into software products

by Nicholas Enticknap  
ONE of the UK's leading bureaux, CMG Computer Management Group, has decided to follow a growing trend and diversify into software products.

The company has been marketing products on an ad hoc basis for some time, but has now decided to make a major thrust into this area with the formation of an Information Products Division.

The new division, which became operational yesterday (Wednesday), will benefit from investment of what CMG describes as "a substantial proportion of £3 million budget over the next three years". This compares with the group's turnover in the last financial year of £16.1 million and profits of £1.6 million.

The division is headed by John Howlett, previously joint managing director of the group's City of London subsidiary. Howlett commented, "We are

starting with a number of CMG 'own' proven products for areas such as banking, investment management, commodity and money broking. However, we hope to soon be adding more CMG and OEM products."

The initial products are Microbank, a low-cost banking system running on the Star Auditor system; Microbroker, a system for commodity brokers running on North Star micros; and Invest 3, a system for investment portfolio management running on Computer Automation Syfas.

Ron White, CMG UK general manager, commented, "Our own and other recently conducted surveys of the European software market show a 40% per annum growth in the market for turnkey products to at least 1985. This is twice the expected growth of the traditional areas for computer services, so naturally we want to capitalise on this market."

Howlett commented, "We are



**COMPUTASTARS**  
**EUROPEAN FINALS**  
**BRUSSELS**  
 SUNDAY 10TH OCTOBER 1982  
 SPONSORED BY



In conjunction with Computer Weekly

## Free tickets for the finals

THE Belgian national stadium is the venue for this year's European final of Computastars.

Du Heysel Stadium is to the Belgians what Wembley is to the English, and this setting should add to the sense of occasion as teams from the UK, Holland and Belgium take the field to do battle

for the Euro-bonours. As an incentive to all you camp followers out there, the organisers have arranged a free ticket offer for readers of Computer Weekly. Simply fill in the form below and send it to either of the addresses shown, and the required number of tickets should soon be winging its way to you.

Please send me ..... free tickets for the European final of Computastars.

Name .....

Company .....

Address .....

Send to Computastars, 117B High Street, Croydon CR0 1QG or Rendeck, Trafalgar House, Nelson Street, Southend-on-Sea, Essex.

## Viewdata a pawn in US TV advertising

by Donald Kennett

THE US government is using viewdata technology as a political football in a squabble with Canada over radio and television advertising.

The US wants Canada to change its policy of disallowing tax relief on advertising fees paid to US broadcasters for advertisements aimed at Canadian audiences. There would be no point in copying the Canadian legislation because few US advertisers use Canadian broadcasters to reach US markets. So instead it is considering denying tax relief to purchasers of Canadian viewdata or teletext equipment or services.

Canada is not mentioned by name in the proposal, an amendment to a Bill currently being

discussed in both Houses, but is defined as "a foreign country which denies a deduction for the cost of advertising directed primarily to a market in a foreign country when placed with a US broadcaster".

The proposed amendment has hit where it hurts, because Canada hopes to sell a substantial proportion of its output to Telidon hardware and software to the US. The Canadian government has protested.

Meanwhile, the education subcommittee of the Canadian Videotex Consultative Committee has called for federal and state governments alike to back research into educational applications for Canada's Telidon viewdata and teletext systems. The committee is considering denying tax relief to purchasers of Canadian viewdata or teletext equipment or services.

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### SALES BRIEFS

#### Ford installs private viewdata

FORD Motor Company has installed BL and Talbot's private viewdata system in its 450 main dealer special vehicle availability.

The system is based on a sum 1800/50 computer hardware and the software is supplied by Thorn EMI's Radio Rentals Contract.

#### PO database

THE Post Office has made a key-based Orlac Software's national database available to its customers and the postmen in use. Orlac has been working on three regional pilot projects for two years, the results of which suggest that the national database will enable the Post Office to market more effectively its services and increase

#### Midas touch

HIS SOFTWARE has been worth £161,000 for the banking system to be installed in the London branches of the four major banks and Handforth. The MHS order came in repeat orders for branch teller, New York, Hong Kong, Nasau.

UK credit card companies were reluctant to be dependent on a rival in that way and the development of transaction telephones promised greater flexibility, particularly with SwitchStream One as the access medium.

The software inside the telephones, which enables them to communicate with the various credit card companies' computer systems, has been specially developed by British Telecom.

The project was led by American Express, which has previously installed a network of 100 card-reading terminals from Standard Telephones & Cables to link customers via leased line to its computer centre in Brighton. It also pioneered host-to-host links between its centre and the mainframes at

BT has bought two 45,000-giant PADAs (packet assembler-disassemblers), one for London and one for Edinburgh, from Camberley-based Master Systems to accept calls from the terminals across the public telephone network and connect them into the packet network.

PROVIDENT Mutual Life has ordered seven F1000/80 daisy wheel printers, nearly £14,000, from Zilogronics of Bicester. The F1000 will be attached to the company's 8565 mainframe and initially to produce proposals for life insurance sales later for policy documents.

#### Printers for life

KOUROSH Hamzei, designer of the machine, started dabbling in electronics when he was 10, but did not start working on microcomputers until 1979, when his brother brought him out of Iran. "His main interest is communications," says Fari Hamzei, "this is just an offshoot."

He sees Britain as the most promising European market for his machine as he reckons the price

and performance it offers —

— \$6,000 for a fast four-user system — will attract interest here. "It is really a function of the economy. The Thatcher government makes you look hard at resource allocation."

The E-1, designed by Hamzei's

17-year-old brother, is based around the leading 16-bit

microprocessor, Intel's 8086, and runs at 10 MHz with no wait states needed for memory to catch up with the processor.

Fancy design work rather than

expensive high speed memory

chips achieves the true 10 MHz

operation, says Hamzei. It runs the MPM-86 operating system.

"We will be distributing in the

UK some time in the last quarter of 1982," says Euclid's president

and founder, Fari Hamzei. "We

can't wait any longer because ours

is leading edge technology, and

there are people running behind at

50 miles an hour."

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Both use a mixture of IBM 303X

systems, and they will be adding a

few more 3031s this year. The

progression to IBM's 308X series

will be at the bank's own pace.

A company spokesman said that

VSS had been dropped because the

need for the product had vanished

with the drop in the price of disc

storage. "VSS has been overtaken

## Top job for bank's computer director

by Kevan Pearson

IT is not often that a computer man makes it to the top, especially in the realm of modern banking, but that is what has happened to Bert McKim, a director of the Royal Bank of Scotland and managing director of the bank's computer development subsidiary.

The system is based on a sum 1800/50 computer hardware and software, which could be distributed to other public sector institutions, in the committee's view. It would also ensure that cultural control of Canadian videotex education material stayed in Canada, a subject many Canadians are sensitive about.

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**SOFTWARE FILE****Census data up for sale**

IN CASE anyone was wondering what became of those mammoth census forms we all had to struggle through last year, some of the information has resurfaced at SIA Computer Services and is for sale on magnetic tape.

SIA has been given exclusive distribution rights for digitised boundary data by the Department of the Environment, and is also in the process of acquiring census data from the Office of Population Censuses and Surveys.

"The DoE paid us to have ward, district and boundary data collated and digitised about 18 months ago," said Up Patel, head of SIA's statistics group. "We are now offering this information for sale on magnetic tape, or on our bureau facilities. Customers will be able to use this in conjunction with the census data, which we are in the process of acquiring now."

The combined information is of value to local authorities or county councils to help in siting schools or other public amenities, and would also be useful for commercial companies planning building work or retail outlets.

Non-profit making organisations needing the information for internal use would pay about £107 per boundary, while commercial users will be charged £150 if the data is for internal use. Other bureaux will have to pay £225.

Census data pricing is similarly complicated, but for one complete district, which contains around 3,000 items of information, the price is £1.20, plus the cost of the magnetic tape and copying charges.

Additional information including 1971 parish boundaries, inner city partnership areas, enterprise zones, new towns and national parks will be available on SIA's census service, Censit.

**Itel is alive and well and selling mini software**

**I**TEL, the bankrupt US hardware leasing company, has resurfaced in the UK selling software packages for minicomputers.

Itel Corporation filed for bankruptcy in the Federal Court in January 1981, and as a result Lloyd's insurance underwriters have paid out the largest amount in Lloyd's history in settlement of claims. No-one is offering a full range of software products for DG machines.

Initially, ISS will be distributing packages from three US software houses - Information Processing Techniques, Access Technology, and Commercial Systems Corporation. ISS will start developing its own products early next year.

"We are really aiming at the system software and productivity aids area, to help the user get the most out of his machine," explained Davidson. "A great many mini users are finding their machines are under-utilised and



DATIDSON . . . "Aiming at systems software and productivity aids."

would like to develop their own software, so we will provide the tools."

Software tools that ISS has available include Tracer, an interactive Fortran debugging aid which runs

on DG Nova and Eclipse machines under the RDOS, AOS and DOS operating systems, and on DEC minis with RSX-11M and IAS. There is also a C Compiler for DG equipment.

**UCL offers agencies**

SYSTEMS house Universal Computers (UCL) is offering first-time buyers of its systems marketing assistance for applications software they may develop together with a 25% discount on UCL's normal support fees.

The deal works on the same principle as that of mail order catalogue organisations which make their customers into agents. UCL includes the user's applications package in its software library, makes the user an agent for it and provides help with marketing.

"UCL supplies a range of machines running under the Pick operating system," said Nick Drescher, managing

**Memory 7500 boost**

MULTI-USER facilities have produced Brides to solve the problem. This gives full record locking for up to eight terminals, and will support software designed for running under CP/M.

"Most of our sales of 7500 systems are to companies which want the full multi-user facility," said Graham Burrett, managing director.

Memory's announcement of Brides coincides with the launch of an enhancement to the Memory 7500 which swaps the 1 Mbyte floppy disc back-up to the system's 10 Mbytes Winchester disc with 10 Mbytes of removable storage.

**COMPANY NEWS**

## Lundy parent is recovering fast

**RECOVERY** at Lundy Electronics, the US parent of Lundy Farrington, continues apace with profits 41% up at \$1.16 million compared with last year's \$0.82 million. Turnover has risen to \$28 million from \$24.1 million.

Lundy Electronics went through a substantial reorganisation two years ago, which resulted in the introduction of new management and finance.

Prior to that the company, which held some of the original optical character recognition patents on which Farrington's and IBM's OCR machines were based, had a very indifferent record, with turnover and profits fluctuating from year to year, and little growth of any kind visible.

Lundy Electronics was also hampered by the fact that the bulk of the shares before reorganisation were held by the founder, making capital raising difficult.

At one point much of the company's revenues came from the UK where the management of the Farrington OCR company, bought by Lundy in the early Seventies, had established a major foothold in

both banking and water supply.

Much of the input equipment used by the National Giro for its 600,000 daily transactions is also from Lundy Farrington, which is based in Portsmouth.



ASKEW... "UK business is buoyant."

# Computer Weekly TOP JOBS

Announcing a new prestigious section for senior level computer appointments

Computer Weekly is to introduce a new feature into the appointments section of the newspaper to accommodate senior level appointments with a basic minimum salary of £16k. The new section will be headed "Top Jobs" and will start with issue of September 9.

Computer Weekly carries a large volume of appointment pages every week. Now a special section for senior appointments will enable readers to locate suitable job opportunities more conveniently. At the same time, this new facility will provide advertisers with the option of securing a premier position without extra cost.

One of the special but important features of this new section is that only those jobs offering a basic minimum salary of £16k will be eligible for inclusion in "Top Jobs". This restriction will add considerable prestige to the section and the positions advertised.

Computer Weekly provides the most comprehensive news coverage of computer users and the computer industry. Surveys have shown the newspaper to be the most widely read computer publication in Britain. With a circulation of over 100,000 every week - 32% at senior/managerial level - Computer Weekly is your best choice for all computer vacancies, as well as those important Top Jobs.

Because of the strict salary level restrictions we are enforcing, and the subsequent advanced production arrangements necessary, all space reservations for the "Top Jobs" section must be received in London by 4pm Friday before publication date.

To reserve space please phone Shobhan Gajjar (Direct Clients) or Julie McNally (Consultancies) on (01) 661 0121.

Circulation ABC January-June 1982 - 100,283

# ComputerWeekly

Classified Department, Quadrant House, The Quadrant, Sutton, Surrey SM2 5AS

by Kevin Cahill

## Irish Memory plans to grow at 50% a year

A TURNOVER of £50 million fuelled by annual growth of 50% per annum is the 1985 target for Irish computer vendor and manufacturer Memory Computers.

The company has just published figures showing an increase in turnover to £8 million for 1981-82 from the previous year's £5 million. Profits rose at a similar rate from £400,000 to £700,000.

The parent company, Memory Ireland, is one of the biggest Irish computer vendors, dealing principally in Prime equipment and a series of bureaux based on Prime machines. The Z80-based micros, the 7000 series and the 2000 series, produced by Memory Computers, are sold by both companies.

Graham Barrett, managing director of Memory's UK operation which currently contributes just over £2 million of the company's revenue, says that the eventual target is to have 50% of the

company's sales originating in the UK.

Although based in Ireland, the company has increasingly sought its growth and opportunities elsewhere.

The UK is the fastest growing single market for the company products, but Barrett points out that Memory Ireland has expanded rapidly overseas with two bureaux in Zimbabwe and substantial exports to several other African countries and to Australia.

In the UK the company has bureaux, both based on Prime equipment and located in Central London. They offer a full set of batch bureau facilities, with online, real time, programming and systems design services.

Memory Computers was set up as a bureau in Ireland in 1978, joined forces with Memory Ireland in 1980.

According to UK managing director Adam Askew, UK business remains buoyant. New offices have opened in London and European expansion is organised from the UK.

Askew feels that Lundy has been successful in the UK with its traditional OCR product range, and that the new graphics terminal is making inroads into the manufacturing market.

At one point much of the company's revenues came from the UK where the management of the Farrington OCR company, bought by Lundy in the early Seventies, had established a major foothold in

## NEWS ANALYSIS

The NEB/CDC subsidiary is recovering from initial losses, says Kevin Cahill

## Teething problems are over at UPL's Winsford plant

THERE are two impressive things about Winsford-based disc manufacturer United Peripherals Limited. The first is the fact that 550 people work there. The second is that the plant will deliver £28 million in product this year.

By the end of 1981, DRI as the financing partner had written off an estimated £20 million at UPL and driven itself into severe financial difficulties.

The size of the workforce is impressive because the factory in which UPL is based was an early victim of ICL's problems three years ago, and closed with the loss of over 1,000 jobs.

At the time there seemed little chance of any high technology company turning up to use a 350,000 sq ft facility in an area already plentifully littered with the vacant effects of the current recession.

But just as ICL was facing the downturn that nearly wrecked the company, the then National Enterprise Board via its subsidiary Data Recording Instruments had entered into an agreement with a subsidiary of Control Data Corp of the US to build disc-based memory products at Crewe, near Winsford.

The original agreement between CDC and DRI was based on a purpose-built factory at Crewe, but when the ICL factory came on the market United Peripherals moved there, writing off the £200,000 already spent on Crewe.

According to managing director Ed Dougherty, who took over the job of running the company less than a year ago, the factory is far too big.

"At the moment we have about 100,000 square feet of the facility blocked off behind a wall and we don't pay rates on it . . . yet." But UPL did get the factory at an estimated third of its full £18 million valuation.

However, the switch in factory site was not the only thing which happened to the new company.

Initially the percentage split between product deliveries was meant to be around 70% to CDC and its subsidiaries and 30% to DRI. But the rapid improvement in DRI's marketing position and what Dougherty calls "CDC getting its arms around the recession" has shifted the balance more towards a 50/50 split.

Presumably the £8 million was meant to pay for the startup, but something went drastically wrong. Dougherty is understandably re-

luctant to say what happened prior to his arrival.

By the end of 1981, DRI as the financing partner had written off an estimated £20 million at UPL and driven itself into severe financial difficulties.

With DRI an increasingly important buyer front UPL, the prediction by DRI's new marketing director Rod Saar of 20% growth next year augurs well for Winsford.

This year DRI achieved profitabil-

ity turnover of £32 million, according to Saar. The principal products built by Dougherty at UPL are two CDC hard disc drives, the 14-inch Hawk and the Phoenix.

Currently Dougherty has a small design group working on what he calls the Winsford disc, an eight-inch fixed disc which will be marketed in the US by CDC as the Meadowlark. It is projected for delivery from Dougherty's plant at 960 tracks per inch, with a thin film head and a total capacity of

200 Mbytes.

Eventually, Dougherty thinks

that the product will be a good seller, but wishes he had had it a year ago. "It's a very fast-moving industry - track densities and bit density have increased by seven orders of magnitude in the past ten years," Dougherty says, and adds that he sees no reason why this pace of development should not continue.

The pace of recruitment at Winsford has slowed, with Dougherty trading productivity for employment stability. He calls redundancies a "management cop-out" and obviously feels that good management can achieve a workable balance of plant utilisation by careful planning.

All in all, it now looks as if UPL

has well and truly put its teething

problems behind it and is set to

make a major contribution as a

UK-based disc manufacturing

plant.



GREGORY... expects privatisation of the company in about two years.



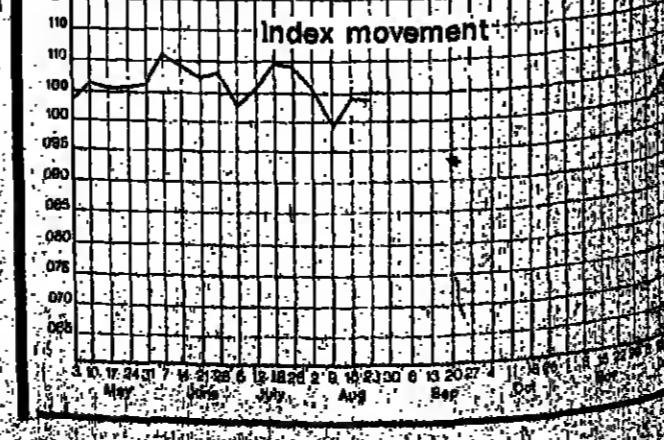
BARRETT... Looking for a higher proportion of growth in the UK.

## CW SHARES TABLE

Date 26/9/82	Index 104.17				Over 14
	Price	London Stock Exchange	Price	High/Low	
1982	Stock	Stock	Stock	High/Low	
High	Low				
208	181	ACT (Am Com) (75p)	208	181	Amada (100)
152	142	BEI (Bull Elec) (75p)	152	142	Burroughs (100)
121	101	Chicopee (20p)	121	101	Comp. Balance (100)
127	101	C.I.T. (100)	127	101	Control Data (100)
203	173	C.A.L. (100)	203	173	Datasat (100)
230	248	De La Rue (25p)	230	248	Deutsche Research (100)
448	372	Ferranti (10p)	448	372	Drexel (100)
312	217	Flame (10p)	312	217	Eastman Kodak (100)
104	71	Genetics (10p)	104	71	Eurodata (100)
94	35	Global (10p)	94	35	Exxon (100)
312	218	Kalamazoo (10p)	312	218	Exxon Data (100)
110	110	Meritor (10p)	110	110	Exxon Data Int'l (100)
174	110	Midland (100)	174	110	Fisons (100)
520	425	Monolithic (100)	520	425	General Electric (100)
520	425	Norsk Data (100)	520	425	General Motors (100)
246	222	Philips (100)	246	222	General Motors (100)
246	222	Philips Lamp (100)	246	222	General Motors (100)
346	346	Plasmatron (100)	346	346	General Motors (100)
237	193	Racial (100)	237	193	General Motors (100)
237	193	Racial Steel (100)	237	193	General Motors (100)
237	193	Rediffusion (100)	237	193	General Motors (100)
237	193	UEC (100)	237	193	General Motors (100)
85	74	Other Markets*	85	74	General Motors (100)
90	82	Bus Corp (100)	90	82	General Motors (100)
205	178	Current (100)	205	178	General Motors (100)
169	160	Service Tech (100)	169	160	General Motors (100)
169	160	Six Sigma (100)	169	160	General Motors (100)
46	46	Kraft (100)	46	46	General Motors (100)
112	112	Motor (100)	112	112	General Motors (100)
124	48	Reps & Hobson (100)	124	48	General Motors (100)
124	48	Teldec Corp (100)	124	48	General Motors (100)
124	48	Telefunk (100)	124	48	General Motors (100)
124	48	Ypsilanti (100)	124	48	General Motors (100)
172	92	Zytec Dyn (100)	172	92	General Motors (100)
172	92	Zytec Dyn (100)	172	92	General Motors (100)

The table shows the closing prices in London on Wednesday and in America on Friday. Index is based on the prices of the UK companies in the table. High and Low are where necessary.

\*Shares traded on the Unlisted Securities Market or under Rule 163(2)(c).



The plan is expected to deliver £28 million in product this year!

**HUMAN TOUCH**

**When the supplier goes bust...**

PERICAPS the greatest concern on acquiring a software package is what happens if the supplier ceases to do business.

He may go out of business through simple financial failure or its opposite, the sell-out of a successful operation to a financial conglomerate. Either event is a disturbance of the rhythm of your supplier and decisions will start to be taken that are influenced more by the future of the business than the welfare of existing customers.

Rule One in all business is to be careful who you do business with. And this applies when acquiring software. The contract is important, but if you find you are looking at it two or three times a year to see what your rights are, then you have cause for concern.

Your concern will indeed rise if the supplier is not going to exist in the form that you have known. Try as you might to protect yourself in the contract, if the party you have contracted with is no longer in existence you are whistling in the dark.

No successor can be forced to assume the obligations of his predecessors.

The word forced is the link. In what circumstances would a successor wish to assume the obligations of a predecessor? If the business desirability of assuming those obligations can lie elsewhere, then that desirability is a stronger bond than any contract.

The desirability arises from the



Cliff Dillaway is an independent consultant specialising in accounting software, taxation and payroll.

anticipation of profitable business. The possibility of profitable business comes from either high charges or a large user base. Assuming you are not attracted by high charges, consider the security of the user base.

The business of maintaining a package with 100 users is good business. Even if the supplier goes bankrupt the receiver should sell the maintenance contracts of the software to a reputable company for a respectable sum and meet his obligation to raise as much from the assets as possible.

I express no opinion on how many users are necessary to make the asset worth selling, but would suggest that you back your judgment and take into account the sales that will be made following your purchase.

After all, it may be those sales that cause the stronger looking competitor to go out of business. The desirability arises from the

Cliff Dillaway

**FOCUS****Day of the consultant**

WITH company computing power and responsibility moving out of the hands of the DP team, opportunity doors are being opened for industry consultants and advisers to move in. In many cases they are not so much moving in as being pulled in by user management.

Enlightened management recognise that their own in-house skills and talents could not handle the introduction of a LAN, electronic mail or publishing system, especially as suppliers of such services do not provide an installation implementation guide manual. In many cases they do not provide a product. Even the high street micro superstores cannot sell an off-the-shelf company work processing system or distributed POS.

There is no way a potential user can buy a do-it-yourself kit assembly of cut-out microchip boards for that electronic mail requirement, even if the organisation already has suitable terminals, networking and supportive mainframe.

Similarly, the introduction of office automation or the office of the future technology needs more than an adequate balance sheet and fond hopes.

It is at this point that users are discovering that consultants can offer a cost-effective service. In many cases, it can be cheaper for the company to use the services of a consultant rather than a company employee. A consultant is under contract to deliver the goods both from the point of view of timecales and quality.

By concentrating on selective areas of technology, consultants can offer expertise and experience. Unlike the company DPM, the consultant is independent to undertake a major examination of company processing requirements now and in the future.

Although the authorities do not widely promote the fact, the government is behind the resurgence of UK consultancies. Under the aegis of IT Year 82, the Department of Industry, the NCC and British Telecom, large public

Alan Simpson

**SYSTEMS THOUGHTS****The way disc storage should be going**

LAST year was one of shortage in the disc storage market. Delays in the supply of IBM's big new 3380 disc, and temporary problems in the manufacture of 3370s in Europe, meant that many users had to wait for these devices.

This had two consequences.

First, suppliers of double density versions of the 3350 had a very good year. CDC's 33502, STC's 8650 and Memorex's 3652 were sold as fast as they could be supplied. Second, the price of used 3350s reached as high as 130% of their new cost.

All that is over now. IBM is selling 3350s at a lower price than before, and uses unit fetch about 70% of new price at best. Even so, 3380s are still not readily available, although it looks as if they soon will be.

Problems with the availability of disc storage have diverted attention from an issue that is likely to have a strong impact on all users in the next few years. It is that double density 3350s, 3380s and the double and even quadruple-density versions of the 3380 that we can expect to see in the next few years, all reflect the same pattern. The amount of data that is serviced by a single access mechanism continues to increase.

Larger disc capacities make it more likely in two ways. First, more files are held on each disc. Second, fewer separate discs are available in a given installation.

Whatever disc manufacturers say, the things that they do show that they are now aware of the problem. On its double density version of the 3380, IBM has made significant improvements to disc performance, there are also some solid state discs on offer. STC provides the 4305, which has a capacity of up to 45 Mbytes, and an access time around eight times faster than the best fixed-head disc. Until offers the 3805, with a capacity up to 72 Mbytes, and the ability to simulate a 3350 as well as a 2305 fixed-head disc. The access time is similar to that of the 4305.

Owen Lewis

**DOWNTIME****Corporate heart of gold**

IBM-WATCHERS and pundits around the world were caught on the hop this week, when the latest product of IBM's multi-billion dollar research budget was proclaimed to be "ecologically acceptable".

No, not the Josephson-junction supercomputer; not another 3083; nor even something to make the 3380 disc drive actually work, though that's getting warm.

Lawyers representing computer game giant Atari threatened just this with Bug-Byte, the game Vic-Mec they claimed to be uncannily resemblant to their own Pac-Man.

Bug-Byte has now come to gentlemen's agreement with Atari. It withdraws threat of legal action.

Besides Bug-Byte sales manager Mark Butler admits his company did copy Vic-Mec from Atari. "But when we brought it on," he says, "we got on to Atari," he says. "They gave us two options. Either we don't do it, or we do it and tell them."

Bug-Byte took the latter option and Atari didn't like it. Then came the threat of legal action - below the belt, fell Bug-Byte.

Butler is rather hurt by all this. Why should Atari have the last laugh? When it has already sold thousands from the product, argues, "You can't copy it idea."

Maybe not. But you can't win one either, unless you put on a new suit of clothes. Bug-Byte is now doing precisely that, that is, Men before a possible trial.

The task for the politician is relatively simple: smile a lot, call the managing director by his Christian name, and utter a copious quantity of platitudes concerning the wonders of the supermarket/multi-storey park/computer building in question.

And so it was that Jim Hamilton, MP for Bothwell, was invited to say a few words at the grand opening of Honeywell's new Glasgow sales office. The smiling faces of the Honeywell hierarchy reflected the corporate confidence in their new office.

"It's good to see a company investing in these times of high unemployment," said Hamilton.

The Honeywell smiles grew broader. But they rapidly changed from confident to nervous as Hamilton uttered his parting shot: "Let's hope they again employ the 5,000 people they once did in my constituency."

Actor John Dixon has just signed a two-year contract with

Canon UK to pose with the company's new microcomputer range. The contract is worth £25,000 - with just one string attached, Dixon's moustache.

If he shaves it off the contract is null, not to mention void.

Lincoln Chase

**A moustache worth £25,000**

Celebrities with distinctive features stand to make a lot of money from advertising - witness Henry Cooper, whose unmistakable bald head is still worth a bob or two on the box.

Actor John Dixon has just

signed a two-year contract with

the company's new microcomputer range.

The contract is worth £25,000 - with just one string attached, Dixon's moustache.

I have always thought the mouth of the computer looks



Owen Lewis is head of disc Business Systems Analysis at City University, London. He is a consultant to overseas companies, including IBM.

The figures show that, while capacity has increased over sixfold in a decade, access speeds have hardly increased by a third.

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Owen Lewis

**Computer Weekly**

Quadrant House, The Quadrant, Sutton, Surrey SM2 5AS

Thursday, September 2, 1982

**Sir George in Wonderland**

THE days before the August Bank Holiday are not generally the ones in which anyone expects a tour de force by any large company, particularly not from a nationalised one. But at the end of last month British Telecom produced a dazzling display of pyrotechnics, starting with the launch of some new, innovative and useful services and winding up with the announcement of last year's profit.

This was an adequate finale to a set-piece show - profits had rocketed to £458 million from £124 million last year.

This should be good news in the long term for anyone using telecommunications, for it means that Telecom will have enough cash in the kitty to develop badly needed services and overhaul Britain's telephone system which can be described, charitably, as creaking at the seams.

And it certainly should be good news for British Telecom. One would expect the head of any company that had almost quadrupled profits and, in this case, more than met the stringent financial targets set by its owners - the public represented by the government - to start ordering lumps of Champagne all round.

But not so Sir George Jefferson. With the aid of some quick number-shuffling, he assured us that although it might look to the uninitiated as though his company's turnover had made a jump of a quarter or 25%, this really turned out to be only a modest increase of one twentieth, or 5.6%.

"Curiouser and curiouser" as Alice said - and it is worth remembering that she was the invention of a mathematician. For according to Sir George the real way of looking at things is to disregard any extra revenue brought in by price increases. Only thus can the true picture be formed of British Telecom's position. Hence the "net overall growth in real terms of approximately 5.6%."

Swallowing an innate propensity to doubt anyone who gives approximate figures to one decimal point, we feel that this imaginative statement demands further examination. And it is worth pointing out at the beginning that Sir George bears only a small part of the blame for having to stretch our ordinary concepts of basic arithmetic.

For he, and British Telecom, find themselves in a true wonderland. On the one hand the corporation is supposed to act in the same way as any normal large company, subject to the restraints of various Acts of Parliament and the accepted practices of the accounting profession. And while it is true that there are many ways of preparing accounts - as investors in various Canadian Arctic gold mines may know to their cost - the vast majority of annual accounts do present a true and fair view of the financial state of the company.

But British Telecom is also subject to the arcane financial rules of the Treasury. It only escaped from direct Treasury supervision in the late 1960s. There other rules apply. It was only a few years before the invention of the typewriter that the Exchequer, as it then was, gave up the preparation of its own accounts on notched sticks.

Public accounting is swayed by political necessity, as is British Telecom itself.

It is impolitic for the corporation's management to mention it, but much of the responsibility for the archaic state of most of British Telecom's network can be laid at the doors of successive governments since 1945, if not before. It was always easy to cut investment in telecommunications when the country's finances hit a rough patch, and few Councillors resisted the temptation.

Stevenson, despite being "designated in the traditions of the last two decades" is already a centre for high technology industries. Stevenson has a growing high technology sector, it already has co-axial cabling in virtually all residential premises with the potential for the extension of this system to new industrial and office premises; a satellite system is currently under discussion.

R. F. WILSON  
Director of Technical Services  
Stevenson Borough Council.

**LETTERS****Grants for exporters**

I CANNOT agree with Dr Allan in distributing blame for the reclassification of computing as a non-laboratory subject to academic computer scientists (CW, July 29). Whatever the status of computer science, there is no doubt that physics is, in many ways, a mathematical science, yet nobody would dream of regarding it as a non-laboratory subject.

As to the use of abstract and physical machines, the use of abstract machines, which can then be mapped onto physical machines, considerably aids portability. For example, much current work on computer graphics. Also it is vital that students learn principles rather than quirks of the system. Thus Thames Polytechnic sandwich students are able, during industrial training, to usefully members of computer departments, even when using strange machines and strange languages. This is not academic theorising, it is the opinion of hard-headed commercial managers.

J. A. T. MADDISON  
School of Maths, Stats and Computing, Thames Polytechnic, London SE18.

It is therefore unlikely that UK companies will be disappointed by the home market: it is not the reason for their presence in Ireland.

Hunter is also somewhat confused by Ireland's tax structure: to set the record straight, all manufacturing industry and software development in Ireland pay a maximum corporation tax of 10% until the end of this century. This is applicable both to Irish and overseas companies.

DAVID O'DONOVAN  
Director, Great Britain IDA, London WI.

**Printing slip**

I SHOULD have thought someone as isatrical as Chad about his Irish/Scottish ancestry would be rather more meticulous than to mistakenly attribute fine inventions to the English (CW, August 12). Printing, alas, was the brainchild of Gutenberg, a German. Caxton nicked the idea from him, to the chagrin ever since of our Teutonic cousins.

I don't mind - I enjoy basking in the mistaken glory; but one should put the record straight.

PAUL FREEMAN  
Electrical Times, Sutton.

R. J. TAYLOR  
Office Technology, Winchester.

COLIN HICKS  
Bartley.

**Status of computing**

ONCE again the lack of comprehension by design engineers and system designers of the effects of Radio Frequency Interference (RFI) and electro-magnetic Compatibility (EMC) is demonstrated ("HP print run into radio interference," CW, July 29).

While it is true that screening the room should solve the problem, a full site survey should have been carried out to determine the level of RFI before the system was installed. In addition the disc drives should have been provided with adequate self screening during the design stage. HP equipment is among the best in the world, but nevertheless its general level of screening is not better than that of its competitors.

Even theoretical physicists need a basic training in experimental science, just as the most practical experimenter needs mathematical calculations. Chemical electromagnetism did not completely leave the laboratory when Maxwell formulated his equations.

While explaining the mathematical nature of parts of computing does not imply that it should be treated as a non-laboratory subject, I am sure Dr Allan does not wish to imply that one should suppress one's results and views, for fear that some bureaucrat might distort it into an excuse for doing wrong.

M. STANFORTH  
Post haste

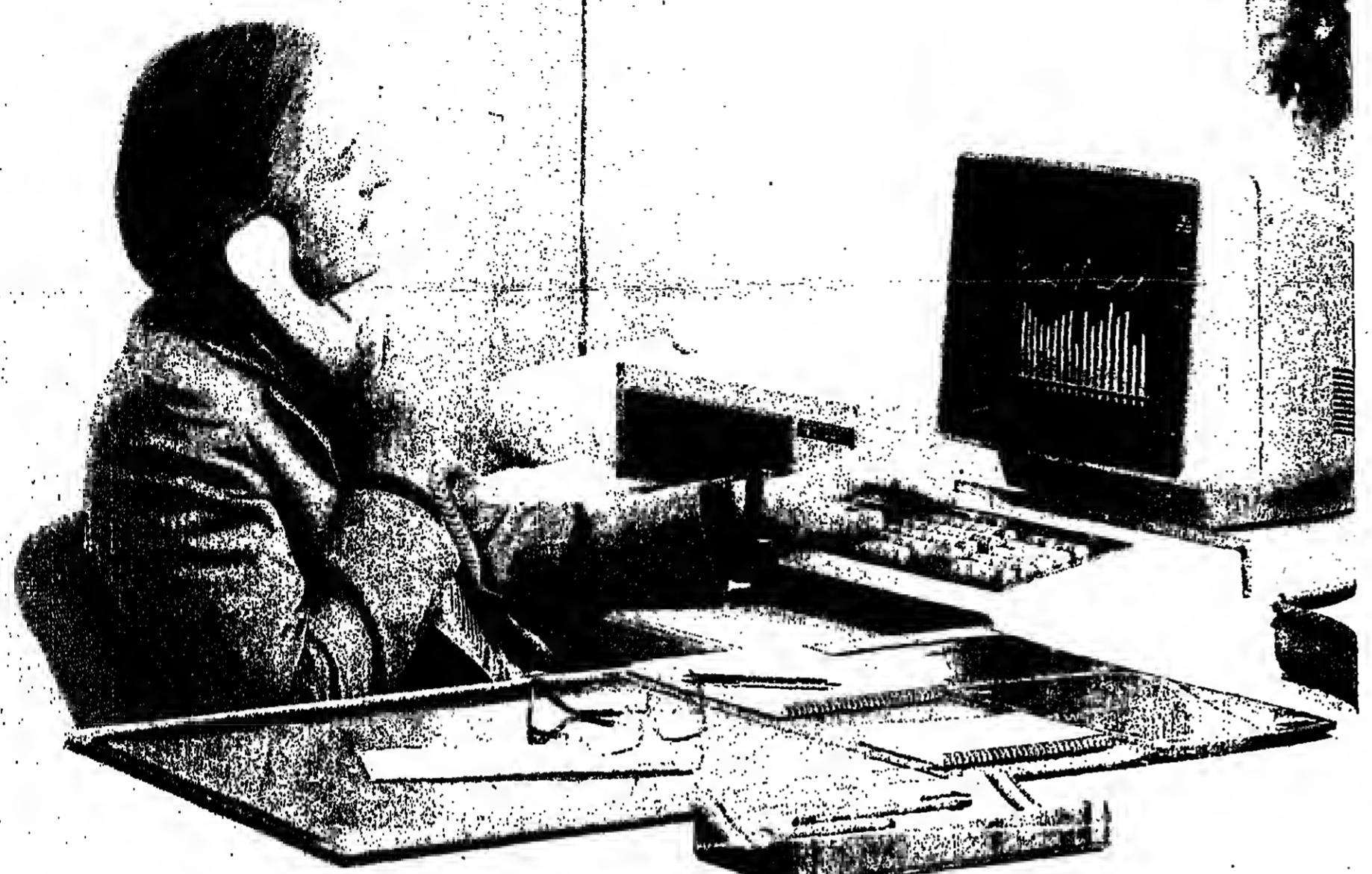
REGARDING your Downtime item (CW, August 5) concerning the prompt arrival at your offices of a letter bearing no more than some initials and a post code, at about the same time as they achieved this feat, the Post Office took 12 days to deliver a letter from Hull to my home, even though it was clearly and fully addressed and bore the correct post code.

R. J. TAYLOR  
Office Technology, Winchester.

COLIN HICKS  
Bartley.

**Interference safeguards**

NEC PC-8000 Personal Computer.



## NEC turns 28 years of computer experience to your personal advantage.

It takes a great computer company to make a great personal computer. And from the start, NEC has been a pioneer in computer technology. In fact, we invented the all-semiconductor computer in 1959. Now, hundreds of innovations later, we've made it personal.

We present the PC-8000, a powerful and friendly business tool that can help you get more done in a day than you ever could before. It combines some of the most reliable hardware on the market with application packages designed to make the most of its unique features. In addition, the PC-8000 accepts popular CP/M business software, making its possibilities virtually limitless.

The entire PC-8000 system is now available through better computer dealers across the country. And that means more than hardware. It means effective software, the finest documentation and extensive training to help you get the most out of your personal computer. So why not turn our system to your personal advantage?

(CP/M is a registered trademark of Digital Research Inc.)

Write for more information about the NEC PC-8000.

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COMPANY \_\_\_\_\_  
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Attach this coupon to your letterhead and mail it to NEC Telecommunications Europe Co. Limited, NEC House, 164/168 Drummond Street, London N.W.1 3HP, U.K.

## PROGRAMMERS PAGE

# Business is booming in image analysis

Michael Szczygiel, Pactel consultant and video disc specialist, discusses image processing

THE full power of data processing is now being applied to the realm of images.

The implications for printing, publishing, advertising, graphic arts, office systems and libraries are profound. Dependence on paper or film as a prime means of communicating information with "pictorial" content will become less and less, and where paper continues to be needed the process of producing presswork copy will be greatly simplified.

Furthermore, with image processing techniques there is the opportunity to enhance management information systems with respect to visual content and quality, provide mass verification of signatures for banking applications and provide "intelligent" vision for industrial robots.

The concept of processing pictures by computer was formulated by information scientists in the 1960s. The aim was to provide a means by which the content of a picture, not readily seen by the human eye, could be clarified by general picture enhancement or selective extractions of key features.

With major funding coming from military, aerospace and medical research programmes, digital image processing has grown space and has resulted in the development of much new hardware and software for image handling, analysis and recording.

Notable examples of digital image processing are:

■ Satellite reconnaissance. Video pictures of cloud-covered or forest-covered terrain can be analysed to show the outlines of underlying man-made features.

Under program control, passive background areas can be stripped out by removing the associated "white" pixels. Thus only those areas of the picture containing live information need to be stored in

pixel format. This increases the efficiency of storage and transmission by factors of up to 10 for drawings and artwork.

For the efficient storage of masses of pictures either in coded pixel format or standard TV signal format the optical video disc is emerging as the front runner.

Typically on a 12-inch disc 10,000 to 25,000 A4 size page images can be recorded. In the future this will allow major reference documents, such as encyclopedias, to be issued like LP records with similar production costs.

The disc is indexed to allow high-speed random access retrieval of pages. It can be used either like a book or as a more sophisticated database search/retrieval system.

There are a number of interest-

ing examples of what can be done with video discs.

Searle, the large US department store chain, is running a pilot video catalogue for use by customers.

The publishing house Pergamon

has implemented a patent reference system with online text retrieval, supported by eight video discs on which are recorded all relevant drawings and sketches.

The development of such a system has been announced by Philips. Within Megadisc typed and handwritten documents can be stored within one second on a digital optical recording disc using a laser.

At a command from the clerical operator, the information can subsequently be transferred into a weapons system, a six-foot lug

storing 64 DOR discs, which takes up the same floor space as a normal office desk.

A single juke-box has a storage capacity of approximately 1.5 million A4 pages. In a conventional archive, this would require a row of cabinets 60m long, 2.8m high.

Each stored document can be traced within five seconds and reproduced on a screen which displays every detail of the document in black and white.

Documents can be retrieved from the juke-box using terminals located either in the same office block or several thousand miles away. For those documents in frequent use by a geographically dispersed group of many users, discs can be duplicated via a "mastering" process.

Philip Hunter

by Philip Hunter

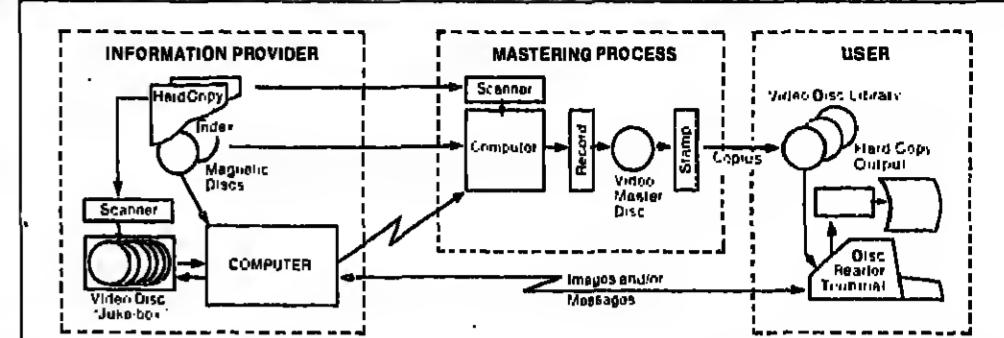


Figure 1. Images can be made available to the end user either via online access to a central "juke-box" archive or via a mastering process which produces duplicates of disc files.

The development of hardware and software inspired by digital image processing is now leading to a number of important commercial applications.

In the picture-coded format, the basic information element is called the pixel (picture element), a square cell. An A4 page would typically consist of 2,200 rows of such pixels, bringing the total number per page to nearly four million.

Associated with each pixel is a code defining its level of shading, pure black or white or one of 256 levels of grey. (The human eye can distinguish up to 40 shades of grey.) Colour follows a similar but more elaborate coding scheme.

At this degree of resolution the resultant image quality far exceeds that of a standard TV screen and approaches that of conventional press lithography (see figure).

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General Motors in the US has

ordered several thousand

Discovery players for installation

at its dealers. Promotional material

for customers will be recorded on

a set of discs and training materials

for salesmen on another set.

Hughes Aircraft has put the

complete maintenance manual of

a weapons system, a six-foot lug

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Philip Hunter

by Philip Hunter

ITB 3800

&lt;p

**OP SPOT**

# Ops training that even the user understands

WHAT does training mean to you? Chances are it involves being left alone in an empty office with a pile of manuals for several days. When you are finally let out you will be trained to the peak of perfection and highly motivated. As John Wayne would have said: "The hell you will".

Considering the white heat of technology surrounding the computer industry, it is surprising and alarming to discover just how outdated DP training at most companies is. And, for operators, training is more vital than for any other area of DP.

What does it matter if a programmer makes errors during the course of his work? Unless the department is stupid enough to permit testing on live data, it is of little significance if mistakes are made. A badly-trained operator, on the other hand, can wreak all manner of havoc and destruction with a single mistake.

The fundamental difference between the two jobs is that, although the theory part of training

is much the same, the hands-on experience for an operator exposed him to the real world while the programmer can hide behind a user-friendly compiler and operating system.

Traditionally, practical training for operators has been left in the hands of an experienced shift leader or senior operator. This is all very well if the installation has sufficient staff levels to prevent a constant stream of interruptions to the instruction, but such sites are the exception rather than the rule.

If there were a simulator which could run as a job on your machine, the trainee operator could be placed in front of a terminal and presented with an exact representation of the live working environment. Any mistakes which could mean death to the system should be perpetrated on the main console would be rendered harmless.

Good old IBM has a computer-based training system called IIS (Interactive Instruction System) which can do just this. But – and

it's a big but – IIS hardly falls into the user-friendly category.

Assembler is bad enough, but IIS beats it hands down.

IIS experts can be found, but even the most competent can only work so fast. With several courses to be developed for each department in the company, the time from course specification to completion is measured in months rather than weeks.

Your IIS expert will usually be from a systems programming background. He will not usually be au fait with the niceties of operating, and the shift leader or ops manager briefing him on the course requirements will almost certainly have little idea of the structuring of the course.

"If they can use Dialog," says Mooney. "All the author needs to know is the name of the course. Dialog takes care of the housekeeping."

It typically takes 100-250 man hours of coding to produce one hour of computer-based training using IIS, but help is at hand in



*Wake up at the back! Has this type of computer training had its day?*

the form of Dialog, McGraw-Hill International Training Systems has just introduced to the UK a piece of software developed in Germany which fits neatly between IIS and the user.

Put simply, Dialog translates high-level instructions from the person developing a new course into the low-level IIS code. And that person can now be a shift leader or ops manager. Even users can understand it.

Jim Mooney, product manager

for Dialog at McGraw-Hill, claims that a two day workshop is sufficient to allow someone to start developing courses on their own.

"If they can use Dialog," says Mooney. "All the author needs to know is the name of the course. Dialog takes care of the housekeeping."

To set up a console operating course, it is a simple matter to copy the installation's syslogs into a Dialog library from where they can be used as screen formats. A new operator, fresh off the streets, can be let loose on an exact copy of the production workload and can make as many mistakes as he likes without causing the wrath of the users to fall upon the operators.

Three Dialog courses can be run

for the same CPU overhead; interactive user, which is a price to pay for the convenience it will prevent. A license fee will cost you £13,660, & fit for a commercial item. If you wish to develop your own software to third party, tell me to get a copy of IIS.

Montgomery worked for ICL for 13 years before joining Technitron. His most recent position was general manager for East Europe and dealer operations. Before joining ICL he was in operational research with the Co-operative Wholesale Society in Manchester.

X-data is an equipment wholesaler whose market is with technically self-sufficient users, suppliers and dealers. It was acquired by Technitron International in October last year.

Montgomery worked for ICL

■ John Dowling has been appointed chairman of Whitchurch Automation and its subsidiary Minster Automation. A director of several public companies, Dowling has had management experience with English Electric, Compaq Generale d'Electricité, Aberdare Holdings and Charrington Industrial Holdings.

■ Alan Griffiths has been appointed CAD/CAM systems consultant at Sperry Univac. He will be mainly concerned with the newly launched UNIS CAD design and manufacturing system. He was formerly with Kronberg Data Systems.

■ Don Moorhouse has been appointed marketing manager at Autosens Equipment. Formerly senior sales engineer, he has been with the company since 1979.

■ John Curtis has been named senior sales engineer at RIFA. He was previously a sales engineer at Siemens.

■ Annette Edwards and Andrew Bailey have left Arthur Anderson to join MSA. Edwards, formerly a management consultant, becomes a systems consultant at MSA. Bailey, previously an accountant, will be going on MSA's career development course.

■ Tom Frann has been appointed vice-president and director of systems support for Europe at National Advanced Systems. He was formerly manager for systems support of NAS in the US. He has been with the company since 1976.

■ Margaret Griffiths has been appointed managing director of Stage One Computers. She joined the company in 1979 as a partner.

■ Peter Irons has been appointed manager at Dataproducts International. He was formerly head of product management at the company's manufacturing facility in Shugart. He joined Shugart two years ago as director of strategic planning.

■ Chris Bryce and Jim Potter, both founder members of OCR ScanData (UK), have been appointed executive directors to the company board. Both were with Interscan before joining ScanData in 1976.

■ Dilek Wilkinson has been appointed manager of communications at MDS Computer Systems. He was previously manager of the company's South-West sales area.

■ John Morley has joined Vermont Research as marketing and sales manager. He was previously European sales director of display products at Datagraphix.

■ Dr James Henderson has been appointed managing director at electronic security firm Mastiff Security Systems. He has been scientific adviser to British Aerospace since 1978, and was formerly chief scientist at Honeywell in Minneapolis.

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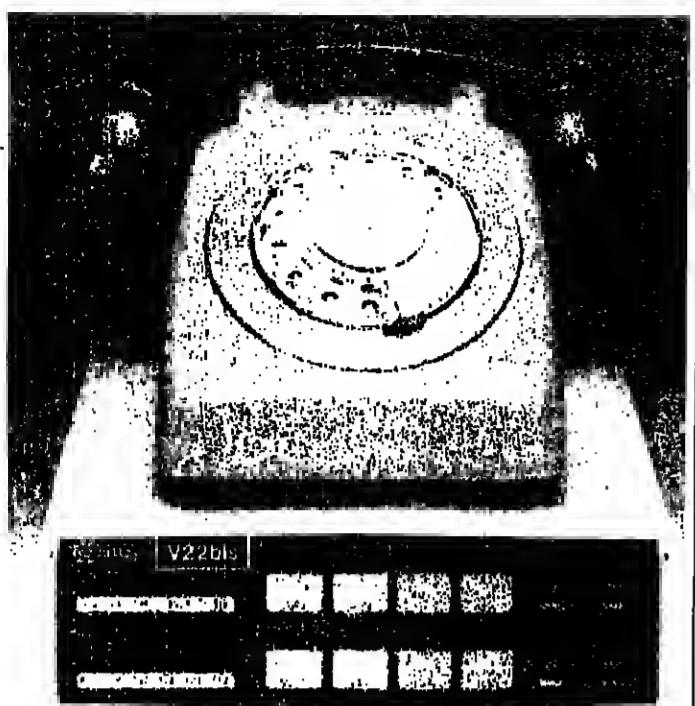
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**PRODUCTS - 1**

The CDSV22bis 2400bps full duplex modem.

**Modem operates on a single dial-up line**

A MODEM that operates at 2400bps, full duplex in synchronous or asynchronous modes on two wires, either a single dial-up line or a two-wire leased circuit, is announced by Dacom Systems.

In its synchronous mode the CDSV22bis comes from the same stable as the proven CDSV22 1200bps full duplex dial-up modem, and like the CDSV22, the new CDSV22bis features an automatic adaptive equaliser for the best possible performance.

The CDSV22bis also features a user friendly touch sensitive control panel that makes the unit easy to use, says Dacom.

Dacom Systems (CW), 200 Conisborough Boulevard, Milton Keynes MK14 7AH. Telephone (0908) 676797.

**Computer comfort**

TWO developments in the Baseline range of computer furniture from W. H. Deane will be introduced at the London Business Show in the Barbican Exhibition Centre, from September 28 to October 1.

Ergonomic Control, a new electrically operated raise and lower mechanism, extends the application of ergonomics which is a central feature of the Alan Hunt-designed Baseline range. Powered by a low horse-power electric motor, Ergonomic Control allows operators to adjust VDU screens to their exact working requirements in terms of height. The new mechanism is seen as a major contribution to correct operator posture and consequent working efficiency.

Simultaneously, the complete Baseline computer furniture range is to be made available in Ash real wood finish.

W. H. Deane (High Wycombe) (CW), Wooburn Green, High Wycombe, Bucks HP10 0HH. Tel: (06285) 25011.

**Saving time at keyboard**

AN electric copyholder, the Easy Reader, is designed to cut out the wasted time word processor operators, copy typists and most keyboard operators spend moving a ruler down an original document line-by-line. The Easy Reader does this job for the operator, leaving both hands free, enabling faster rates of data input to be achieved.

The Easy Reader holds an original typescript or manuscript at eye level, eliminating bending and bad posture. Text is illuminated by a low powered strip lamp and a transparent cursor magnifies text twice.

Operated by a two-way electric switch foot pedal, a rubber coated roller silently drives the original page up or down behind the cursor, one line at a time.

Supplied with a sturdy baseplate and support arm, the unit can be adjusted to a convenient reading height and angle.

Honeywell Control Systems UK (CW), Kingsbury Works, Kingsbury Road, London NW9 8UJ. Tel: 01-205 0833.

**'Magic' screen replaces keyboard**

A TOUCH-SENSITIVE CRT screen that is claimed to give immediate and easy access to a computer memory, supplanting the conventional terminal keyboard, has been announced by Detector Electronics of Minneapolis.

Called ToughMagic, this type of transparent control screen is regarded as the simplest method of communication between people and computer memories. And no special training on keyboard expertise is needed to operate the TouchMagic system, says the manufacturer.

TouchMagic's operating ease is particularly suited to process controls, maintenance scheduling,

**Rockwell 'hat-trick' with low-power single chip micros**

THREE new low-power, single-chip microcomputers that directly drive fluorescent displays, keep real time, and provide a wide variety of controller functions are announced by the Electronic Devices Division of Rockwell International.

Featuring a low-drain standby power mode with "blink" wake-up for both processing and clock time updating, the new four-bit microcomputers offer enhanced fail-safe advantages for pre-set, clock-activated appliance and security controllers, energy-management thermostats, medical and scientific instruments, hand-held equipment and similar products.

Designated the MM78LS, the MM79LS and MM89LS, the new devices join five existing models in the Rockwell PPS-4/1 family of PMOS one-chip microcomputers, more than 30 million of which are now with customers worldwide.

First production quantities of MM78LS devices with ROM codes are scheduled to begin this month.

The MM79LS and MM89LS devices both have 256 x 4 RAM; power consumption is typically 35 2400bps.

The low power consumption characteristics make feasible either primary or standby battery operation, says Rockwell. If primary power is interrupted, a "blink" wake-up mode is activated after

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In a standby mode, during which all data is retained in RAM, power consumption is typically 35

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## GOVERNMENT COMPUTING

Newly-installed system has resulted in an eightfold rise in Central Statistical Office processing power since 1973

"MODERN government must have objective, reliable and timely statistical information for the efficient conduct of business". A statement of the obvious perhaps, but more easily said than done. The statement comes from last year's White Paper on governmental statistical services; since the business concerned is that of running the country, the implications of this bold imperative are literally of national importance.

Basically, each government department is responsible for compiling, analysing and publishing its own statistics. Key statistics from the departments flow into a central unit, the Central Statistical Office, where they are collated, processed and disseminated on a national basis. The CSO forms part of the Cabinet Office, and works closely with the Treasury.

The 1982 White Paper, published following a review of government statistical services by Sir Derek Rayner, was concerned to improve the cost-effectiveness of these services — reducing the amount of information gathered wherever possible and improving the efficiency of the overall processing.

Sir Derek had considered, but rejected a possible change to a centralised system; in continuing the existing decentralised organisation based on the departments, the government had endorsed a strengthening of financial control and the more efficient use of computers for statistical purposes.

Against this background, the Central Statistical Office has just brought into use a powerful new computer system at its Great George Street headquarters. It plays a major role in central government's financial and economic planning, distilling the essence of the departmental figures, keeping the national accounts and monitoring economic trends; running the Treasury's model of the national economy and in general ensuring that the complex flow of statistical data is consistent, up-to-date and accessible.

The new computer, a Sperry Univac 1100/62, represents an eightfold increase in CSO processing power since 1973. Before that date the CSO had used a small ICL computer while the Treasury had used an IBM bureau service; a joint Sperry Univac system was introduced in 1973 to give more power and a closer integration between CSO and Treasury operations.

The system has grown progressively to handle the increasing CSO/Treasury demand for data processing on site.

In effect the computer provides a bureau service for CSO and Treasury customers, and in particular for three main applications. These are (1) the CSO's statistical services, including, for example, figures on national income and expenditure, UK balance of payments, economic indicators and trends; (2) the Treasury's Financial Information System; and (3) the Treasury's macro-economic activities of forecasting, modelling and research, all of which contribute to economic advice to Ministers.

The system has grown progressively to handle the increasing CSO/Treasury demand for data processing on site.

From the FIS, data flows both to the Treasury model and to the CSO. Whenever the Treasury economists conduct a round of forecasting using the model they must know the latest plan for public expenditure, analysed by economic category, as well as the historical figures. The historical figures go to the CSO for publication and reconciliation in the national accounts.

One of the main reasons for spending money on developing the FIS was to ensure that the Treasury, and therefore the government, received the most up-to-date information on expenditure. The system which was introduced at about the same time as the concept of cash limits, enables the Treasury to keep track of actual expenditure more closely than was previously possible.

In its original form the FIS followed traditional lines, with input on magnetic tape from the Paymaster General's office, and on forms from the departments for punching on to cards. Output came from line printers.

Now, in addition, microcomputer-based terminals are being introduced so that the Treasury users of the system will be able to extract information directly. And as other government departments enhance their own computer systems, it is expected they will supply the Treasury with computer-readable input.

Input for the macroeconomic work (and for the CSO statistics) comes also from the Treasury's Financial Information System (FIS), which contains a large database of public expenditure information. It is the basis of the figures in the government's Public Expenditure Statistics, so to speak.

The CSO's main cycle of activity is quarterly, in line with the publication of the main economic indicators such as gross domestic product, input, and expenditure. At that point the main economic data are passed across for incorporation in the Treasury model.

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Extra computer support (via the terminals, for example) is seen as



Increasing demand at the Central Statistical Office and Treasury for data processing on site.

## Major role of the computer in government financial and economic planning

Expenditure White Paper, presenting government's rolling nine-year plan (four years ahead with corresponding figures for the past five years); and in the annual Supply Estimates (giving details of estimated cash requirements of government departments for the coming financial year).

Using the FIS treasury also makes it easier to handle the increasing CSO/Treasury demand for data processing on site.

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the way to improve the quality of information analysis that the Treasury staff can give their briefing material for Ministers. These improvements are being phased in gradually.

The content of the FIS database has to reflect any changes which may be made in the nature of public expenditure planning. During the past year, for example, the public expenditure plan has been moved on to a cash planning basis. Thus the next White Paper will show the forward years in cash terms; previously, they were expressed in volume terms on a constant-price series.

Another factor which could alter the system would be any change in the way the expenditure is classified. At present about 5,000 categories are used in the current year system (the supply estimates) and about 3,000 for public expenditure (nine-year plan) purposes. The auditing that is done by the Exchequer and Audit Department reflects these categories.

The third main task of the CSO computer is to support the Treasury's macroeconomic activities — forecasting, modelling and research. The model is used in preparing the Treasury's own forecasts published twice a year.

The model handles about 1,050 economic variables, of which 750 are defined in mathematical equations and 300 are "exogenous" variables, which are based on assumptions. Exogenous variables may include items of government policy, for example, and outputs from a world economic prospects model which includes other national economies.

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The content of the FIS database has to reflect any changes which may be made in the nature of public expenditure planning. During the past year, for example, the public expenditure plan has been moved on to a cash planning basis. Thus the next White Paper will show the forward years in cash terms; previously, they were expressed in volume terms on a constant-price series.

Another factor which could alter the system would be any change in the way the expenditure is classified. At present about 5,000 categories are used in the current year system (the supply estimates) and about 3,000 for public expenditure (nine-year plan) purposes. The auditing that is done by the Exchequer and Audit Department reflects these categories.

The third main task of the CSO computer is to support the Treasury's macroeconomic activities — forecasting, modelling and research. The model is used in preparing the Treasury's own forecasts published twice a year.

The model handles about 1,050 economic variables, of which 750 are defined in mathematical equations and 300 are "exogenous" variables, which are based on assumptions. Exogenous variables may include items of government policy, for example, and outputs from a world economic prospects model which includes other national economies.

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**PRODUCTS - 2**

# Data acquisition system aimed at industry

**DATA GENERAL** has announced a new data acquisition and control product that uses an integrated 16-bit microcomputer to control industrial automation configurations of up to 4,800 digital and analogue I/O lines.

The Intelligent Data Acquisition and Control chassis (IDAC) provides a solution to end users' industrial automation/control or laboratory data acquisition problems, says the company. It can serve as either a stand-alone sensor I/O system, or as a node in a distributed sensor I/O network.

As a stand-alone system, IDAC can be configured with a CRT terminal, dual-diskette or Winchester disc, and medium-speed printer. This system can process real time data, control processes, generate reports, and maintain test or process histories.

In a distributed network, several IDAC chassis can control different parts of complex processes.

In I/O-intensive environments, dual CPUs may be placed in one IDAC chassis. This allows one processor to handle data acquisition at maximum speed, while the other independently performs calculations or communicates with a

host CPU or with peripheral devices.

The IDAC chassis has five slots available for Data General micro-products cards. These include the Micro Nova MP/100 System Processing Unit (SPU), up to 64 Kbytes of combined RAM/EPROM memory, peripheral controllers and communications cards. Another 12 slots are available for any combination of DG/DAC Sensor I/O Library Cards. These cards include analogue I/O, TTL and non-TTL digital I/O, high-speed A/D and D/A converters, analogue multiplexers, relay cards, and optically isolated digital I/O and TRIAC modules.

Using this basic slot configuration, users can handle up to 192 digital/analogue I/O lines with a single IDAC chassis. Larger configurations, of up to 4,800 lines, can be controlled by using up to 18 Micro-products Data Acquisition and Control (MPDAC) expansion chassis.

IDAC can be configured with the full line of existing Data General micro-products peripherals.

**Data General** (CW), Hounslow House, 724-734 London Road, Hounslow, Middlesex TW3 1PD, Tel: 01-572 7455.

**TRANSIT**

Message switches and telex terminals being packed for distribution are protected by 3M Stockwatch.

## Indicator cuts risk of damage in transit

DAMAGED goods cost manufacturers a lot of money. Product liability laws are being discussed and may be introduced by the EEC in the next year — and they may have profound implications for manufacturers, transit companies and customers.

Transatel Communications has just concluded a trial period with the impact indicator. Transatel's products — telexprinters and data terminals — cost between £500 and £5,000 and despite careful packaging, damage problems were experienced with one per cent of despatches. This involved about £50,000 worth of goods. During the trial period with 3M Stockwatch, Transatel reported that this total dropped to nil.

The new liability laws will emphasise the need for manufacturers to develop new systems to prove that goods left their factories in good condition.

3M Stockwatch, 3M House, PO Box 1, Bracknell, Berks RG12 1JU, Tel: (0344) 26726.

## Short-run printing service

**COMPUPRINT** has launched a new service to users of continuous stationery. Aimed at the small business computer market, the company claims a quick, low-cost service for printing short run computer forms.

Located in Andover, Hampshire, it provides a nationwide service that includes form design

and from opening specifi-



Dick Sheppard, Action Computer Supplies' marketing director, delivers some of the company's new catalogues to London Zoo, where a passing llama has caught his interest. London Zoo was one of Action's first customers. Action, based in Wembley, has published its new 28-page catalogue covering a range of computer supplies. Items in the catalogue include flexible diskettes and accessories, ribbons, copying products, paper (continuous and rolls),

continuous computer labels, printheads and accessories, and cleaning products. The company's policy is to offer brand leaders at competitive prices with same day dispatch. The company specialises in marketing braided media to the computer and word processing markets. The catalogue is available free of charge.

Action Computer Supplies (CW), Freeport, Wembley, Middlesex HA9 1BR, Tel: 01-560 0770.

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Action Computer Supplies (

# Scotland moves to the front in research and development

Traditionally Scotland has been a follower rather than a leader in industrial research, but the picture is changing rapidly, as Martin Banks reports here

**SCOTLAND** is rightly noted and appreciated as the source of good things. There are the many varieties of smooth amber liquid for example, for which the country has been both blessed and cursed. There is the ball game where the object is to hit a small spheroid into a hole in the ground using a wooden or metal stick. Then again there is the industrial front, where the country has had an enviable history in the role of manufacturer, especially in the area of heavy engineering.

But Scotland has never been well known as a hotbed of research and development (R&D) into science and engineering. In the industrial field, certainly over the later years of its industrialised past, Scotland has tended to be a follower rather than a leader. In many parts of the country and in many areas of industrial activity,

that trend has left its mark.

Despite this history, the country is rapidly becoming a centre of research and development efforts in some of the leading edge technologies, such as computing and microelectronics. Now Scotland is gaining a reputation for R&D leadership not only in the UK, but in the world.

This is particularly so in areas such as artificial intelligence and optical switching, areas that are typical of the country's growth in wide-ranging skills, both at the systems level and at the level of hardware and component technology.

Motorola is not unusual in this respect. Many of the plaudits for the trend towards R&D leadership in high technology must go to the Scottish Development Agency, which has done much to attract both industry and brains to the country. Such concentrations of expertise tend to "pressure" the

activities of local schools and colleges, and the semiconductor industry in Scotland has been no exception.

Universities like Heriot-Watt and Strathclyde are gaining enviable reputations, not only for the students they produce, but also for the research work being performed within their portals.

At Heriot-Watt, for example,

research work in hand includes development of the fundamental technologies that could help to produce what is currently only science fiction fancy... the optical computer.

The idea, as such, is not new. In essence, the optical computer would use photons rather than electrons as the basic medium, switching signal inputs that are transmitted down fibre-optic cables by laser, rather than turning them back into electronic signals

for processing.

This would allow processing of information to be carried out much faster than is currently possible, with switching speeds of the individual gates being in the picosecond range rather than the nanosecond range typical today.

At Heriot-Watt this aspect of opto-electronics is being aggressively pursued, with the emphasis definitely shifting from the "electronics" to the "opto" areas.

Indeed, the university is now working in what it calls the "opto-optics" field, and the first tentative results are beginning to be seen.

Heriot-Watt has produced an optical logic memory element, which will be one of the fundamental building blocks of any future optical computer system. It has also produced one of the other fundamental elements, which it has called the "transphaser". This is an optical analogue of the transistor in electronics, and would be the basis of future logic switching systems.

Using optics in such applications offers speed and power potentials that could exceed the theoretical frontiers of electronics, leading to systems that are not only faster and more powerful, but also smaller, more flexible, and with new features that at present can only be the subject of speculation. For example, researchers at Heriot-Watt believe it may be possible to develop a data storage device that is a 3-D matrix of, say,

simply a programmed response to specific inputs.

Edinburgh has concentrated its AI research efforts into four main areas. The first of these is expert systems. Here, the requirement is to produce a system that can solve problems within a tightly-defined subject area, be it playing chess or analysing blood.

In robotics, another specific area for the university, research is focusing on the development of perception and planning techniques that can be applied to automatic assembly in manufacturing industry.

Perhaps one of the most important areas being pursued by the university is in the development of natural language systems, which can communicate through text in the natural language of the user, rather than in the symbolic language of computing.

The importance of this cannot be overstated. It could well become the lynch-pin of all developments that make computer data processing systems and social intelligence systems "friendly" to the human user. The need for an effective interface between man and such machines continues to grow as they become both more complex and more pervasive. Natural language communication would help to overcome many potential barriers in this area.

Education is also a key element in overcoming all communications problems, and this is another field area of AI application being pursued by the university. The technology has considerable scope for application in the education field, especially in aids to the learning process.

It shows considerable potential and offers more flexibility in teaching than a simple programmed instruction system. In this application AI can, for example, allow students to explore and develop insights in such subjects as mathematics or grammar.

The field of expert systems is the branch of AI research and development that has, perhaps, the most immediate impact. This is particularly so in areas where the complexity of the application may be beyond the intellectual capabilities of man.

One such area, of particular relevance to the overall research and development picture in Scotland, is the design of very large scale integrated (VLSI) circuits.

To design such circuits requires new types of design tools that are capable of not only handling the vast amounts of data involved but also of organising that data into manufactureable circuit designs.

This task is beyond the capabilities of the human mind.

Though the manufacturing processes used to produce complex integrated circuits are of great importance and R&D work in Scotland also covers this area,

the company's marketing manager, feels that Compec Scotland may encourage other partners in oil to attend.

"We don't have our own company in Scotland," he said, "and so to make sales there we must rely on the visits made by our representatives, and on the shows available."

Exhibitors such as the Byte Shop are hoping rather cannily that the show will be attended by senior administrative staff who are keen on acquiring a micro for the needs of their own office and on losing the cost of it somewhere in the DTP managers' budgets.



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For more Marketplace advertising please turn to pages 26 and 27

Concentration of expertise tends to pressurise the activities of local schools and colleges, and the semiconductor industry in Scotland has been no exception

crystal, where the data is written and read by a laser.

But potentially enormous computing power is of little value if there are no worthwhile applications for it. Here, Scottish research efforts are bearing fruit, developing future systems ideas that are already changing traditional attitudes about how computers work and how they should be used.

The main thrust of that research effort goes under the generic heading of Artificial Intelligence (AI), which in practice is research into the application of some general techniques and principles to a growing range of problems.

Edinburgh University, with the Massachusetts Institute of Technology (MIT) and Stanford and Carnegie-Mellon Universities in the US, is a leading centre of developments in AI, both in the techniques required, and in their application to specific subjects.

In essence, an AI machine is one that has the power, processing flexibility and programming to be able to make autonomous and complex decisions or inferences while processing information.

This display of "intelligence" mimics the capabilities of humans to reach conclusions that are beyond the capabilities of normal computer systems, where there is

# Scottish oil and finance firms open new computer markets

Robert Fenner talk to some of the companies with stands at the exhibition

COMPEC exhibitions have been running for some years now, but it is only recently that regional shows have been seen as both practicable and useful ideas. The main Olympia show is large and growing. This year, for instance, to make room for still more hardware stands, the "Software Village" will be moved from last year's position at the moment, with two of them on the first floor to another room adjoining the main hall.

But there are other problems associated with this concentration, and they are almost exclusively geographical. The main Compec serves the whole UK in principle, but in practice is attended largely by exhibitors and visitors from London and the South-east of England. At last year's show only 5% of those attending were based in the North of the country and Standard Life — are among the largest in the UK, and some have been established for well over a century.

Profits before tax of Scotland's two main banks totalled \$185 million, according to last year's annual report, and the insurance

industry has now been introduced in Glasgow.

The demand for a Scottish show reflects the healthy electronics industry North of the Border. In the past five years, according to figures from the Scottish Development Agency, it has received more than £400 million of investment from more than 60 companies.

Company expansions have created 15,000 new jobs in a region which traditionally looked to the

There is a long-standing Lowlands tradition of successful banks, insurance companies and investment houses

manufacturing industries for its largest employers, and which consequently has been worse hit than most by the recession.

However, the development of industries directly associated with North Sea Oil has had a knock-on effect in other areas more loosely connected with it. These, naturally, include electronics products — data processing equipment, control and instrumentation devices, telecommunications equipment and associated office products.

The purpose of Compec generally, however, in spite of the large presence of any one product type dictated by local needs, is to aim at the data processing market, and at the general business user. The majority of exhibitors at this year's show in City Hall, Glasgow, are in these more traditional computer areas — distributed processing systems, minis, and of course, the now almost unavoidable desktop micro.

The microcomputer market in Scotland, too, it seems, is on the rise. "Very buoyant and fast-moving" is how Joti Browne of the local Byte Shop in Glasgow puts it. The reasons for this are as straightforward as they would be anywhere else in the UK. "An increasing number of people have micros in the home," says Browne, "and in small businesses, too."

In fact it is a whole series, the NDR 3000 series of high-quality matrix printers for data and word processing.

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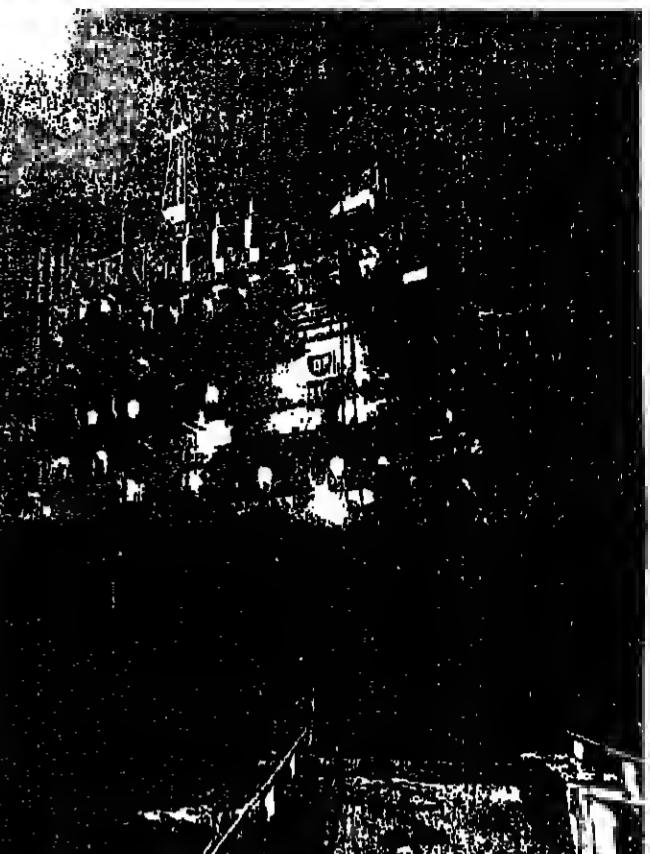
Logitek is a major manufacturer in the field of high-quality matrix printers for data and word processing.

and optimism which must bode well for potential Scottish second sources. "This is our first major British show since we made our product announcements at the NCC in Houston in July," he says, "and all the units we announced will be here."

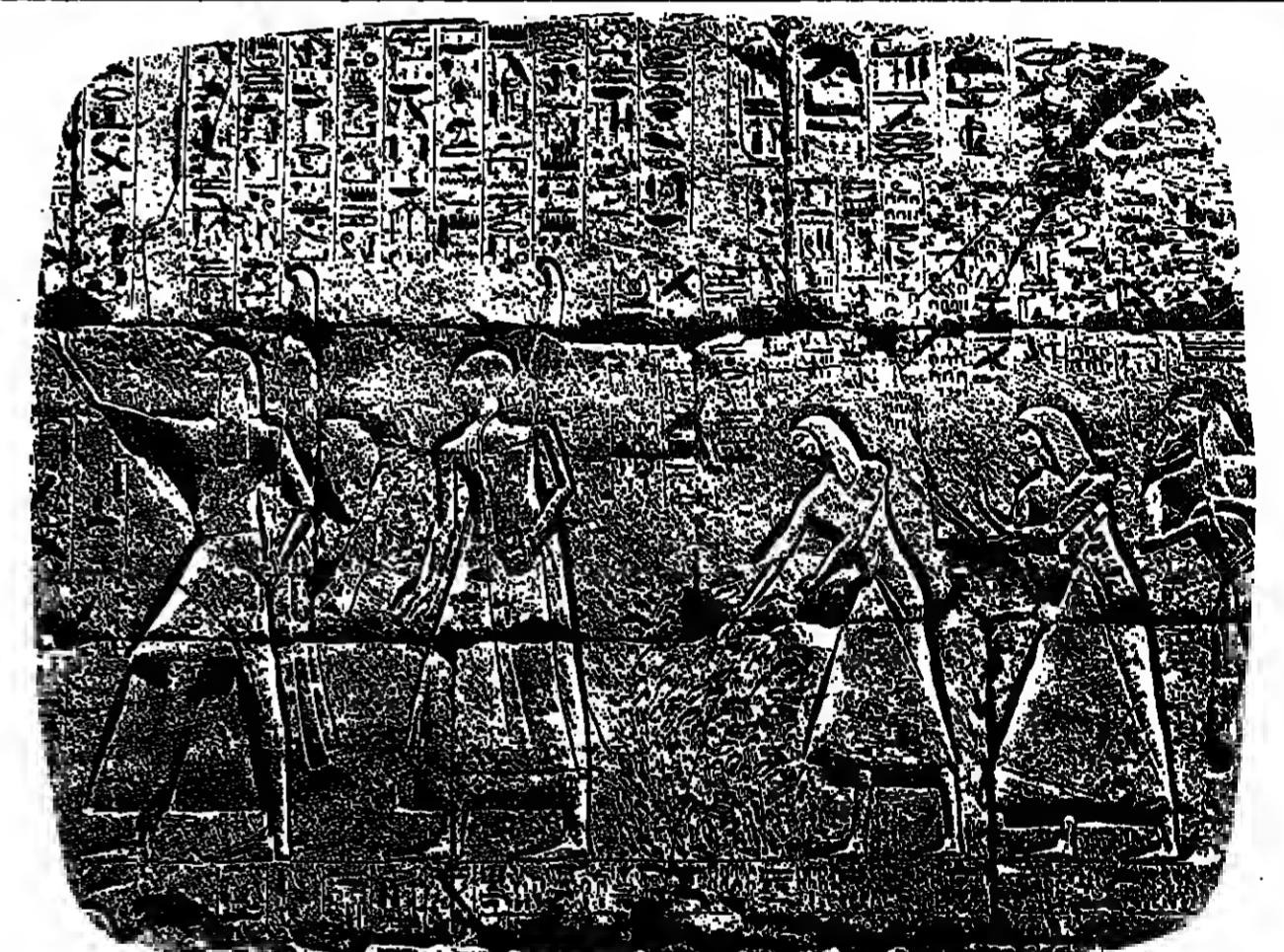
Compeks are partly designed with opportunities for dealership and distribution appointments in mind, and Control Data is not concerned about the form in which its products reach the market — as they are, or in boxes with add-ons.

For Control Data, and for everyone else attending the show, it is the market local to the region, boosted by oil, boosted by the world of finance and the growth of micros, which counts for most.

Next year's show could be larger still, and some 40 stands have already been booked for it. According to Bennett "Compec Scotland has got to be worthwhile."



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**FINANCIAL MODELLING**

The use of computerised financial planning is likely to be copied by smaller firms in the future, says Jim Horsley



*The use of financial planning is not restricted to ICI headquarters.*

## How ICI has kept up with the changing needs of end users

MULTINATIONAL organisations such as ICI are like pyramids – each stone has to be perfectly tooled to provide the foundation for a strong structure. The multinational pyramid is sound when information flows freely from worldwide operating divisions up to central management. But fluctuating economies, recession and international competition can rapidly erode the foundations of even the most stable constructions.

During the last two decades ICI has introduced a vast array of planning systems to protect itself against economic storms. Like a barometer of the UK computer industry, it has moved from time sharing bureaux through to in-house mainframes and minis and finally to the standalone micro to provide staff with the tools to build both structured and flexible operations.

Accountants, business analysts and product planners have rapidly adjusted to new computer tools in the very complex trade of both financial and project planning. In an organisation which has divisions spread worldwide operating in a number of different industries, ICI has to keep up with changing demands from end users who, having tested computer-based planning, are keen to explore and experiment.

Even in such a large company resources are not unlimited. Applications have to be cross-checked

and justified before being accepted. There is the additional problem of providing systems which can not only be used by a larger number of people, but which produce information in a format which is acceptable within the division and higher up the hierarchy. This makes the case for standardisation.

ICI is certainly not a company which believes in standardisation of computer systems, however. In terms of hardware, the company uses IBM, ICL, Burroughs and a range of mini- and microcomputers, and works on the basis of

sharing service is never the cheapest way of accessing processing power. EPS Consultants came up with a SEL minicomputer version of their product, and Whyte did not take long to decide that a mini in-house was a far cheaper way of handling the applications he had already converted and the plans he had for the future.

"It did not take long to decide that a mini in-house was a far cheaper way of handling the applications the accountant had already converted and the plans he had for the future."

It did not take long, however, for other people in the accounts and planning departments to decide that this was a tool which could also cut down their manual effort. A tax calculation model was written and monthly and quarterly reporting facilities were developed which gave a rapid and precise picture of cash flow, sales and profits.

"The system is mainly used by young accountants and planners. Originally these people could appreciate the benefits but could not do much themselves on the forecasting side. Within a short timescale, they were able to build their own models and run more and more scenarios in terms of 'What if' type questions," said Whyte.

The effect of the EPS system gradually filtered its way up to board room level. As users are able to mould and develop reports to meet specific needs, the information processed from the FCS-EPS package is now sent directly to the senior management within the company. The addition of graphics capability to the system has increased this capability for presenting information in a flexible format.

It is not only the head office of ICI which has been utilising FCS-EPS. The Plant Protection Division has found it to be an effective way of reducing program development time.

De Chris Leggett, a business analyst with the division commented: "We had to implement a policy group system within four or

five months. We decided to go for FCS-EPS because it is a high-level language and because we could reap the benefits of a very quick development time. We wrote a system, which represented about 200 program statements, in one year. If we had been using a language like Cobol, it would have taken us four to five years."

The Plant Protection Division initially used FCS-EPS on a bureau basis, but then brought the system in-house to run on a Burroughs B6800 mainframe. The system is now used for both financial aspects of the division's activities and for assessing the development of products.

"New products can take anything from six to seven years to bring to fruition in order to make sure they are not toxic or harmful in any way. We have established process using FCS-EPS of evaluating new products and looking at them from 13 to 20 years ahead of their development."

The growth in internal planning systems is such that standalone micros are also widely used with Plant Protection division.

Leggett believes that this has double benefit – first, users like the psychology of having a machine on their desk and therefore more at ease with the technology, and second, it has them on to using larger and more sophisticated systems.

"The micro-based system we have been using do not hold up against FCS-EPS but it does produce a new generation of people computers." Leggett explained. "When they grow out of the micro versions they are looking to buy bigger models and carry out consolidation techniques which can be handled by FCS-EPS."

Soon ICI users may have their own micro version of FCS-EPS. Micro-FCS has recently been released to run on CP/M and DOS based micros and the package is now being investigated within various divisions of ICI.

From a technical viewpoint, the developments within ICI are an important indication of the way that planning systems are being used throughout the UK. What happens within ICI now, it is likely to happen in less ambitious firms in about a year's time.

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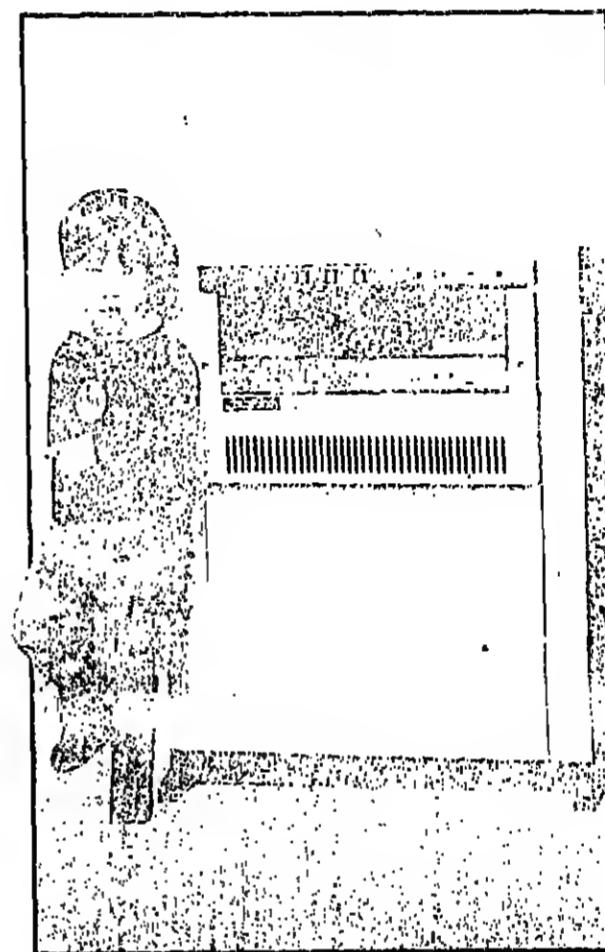
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In order to achieve planned growth, it is essential that opportunities for new business are identified quickly and to this end the successful candidate will be involved at director level in determining future strategy - such involvement indicates the degree of importance placed upon your knowledge of the industrial sector and your ability to assess business potential.

This is an ideal opportunity to join an expanding organisation in a ground floor position which, it is envisaged, will genuinely afford Sales Management responsibility in the short term.

For a completely confidential discussion regarding this significant appointment contact Andrew Carter or Peter Dudgeon on 01 935 0671 (24 hour answering service) or 01 674 8627 (evenings and weekends up to 9pm).

Microsoft, leaders in microcomputer software, with such respected products as MBASIC, MS-DOS, XENIX and Multiplan, have recently set up a European subsidiary, based in the United Kingdom. During the coming year they expect to introduce a large number of new software products and to considerably expand the European Organisation.

Microsoft has a rapidly expanding customer base throughout Europe which consists of the majority of the major Microcomputer Manufacturers and, the aim of the Company is to provide the highest quality technical support to these and potential Users of their products.

Responsibility for this European Support Organisation will rest with the European Technical Manager and, as such, will provide a unique opportunity for the right individual to stay ahead in the exciting and fast moving world of microcomputer software.

Understandably, the qualities sought in this individual, therefore, will be a thorough understanding of microprocessor systems software and a sound foundation in computing principles. This would have ideally been gained in the area of ASSEMBLER programming, microprogramming or operating systems. Because of the Company's extensive involvement with UNIX systems, an in-depth knowledge in this area would be a significant advantage.

It is especially desirable that the European Technical Manager will be capable of communicating in languages other than his/her mother tongue, with good ability in English being considered mandatory. The position also demands the level of managerial skills required to develop a knowledgeable and responsive support Organisation, which will gain the respect of all who deal with it.

The position is UK based and all relocation expenses will be paid for the right applicant.

The position is challenging and exciting and applicants who believe that this is the right position for them are invited to forward their CV to Ian Payne, Supervising Consultant at the Birmingham office, to arrive before Monday 13th September 1982.

Initial interviews will take place in London, Birmingham and Manchester during week commencing 27th September 1982.

## Systems Analysts and Programmers ARMCO ARE NOW ON THE MAP IN SUSSEX WITH THEIR IBM 4341-2

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provide an increasing range of D.P. Support for a group of companies in the insurance, banking and leasing fields; Companies committed to a policy of growth and expansion. For A.D.S. staff, this means an increasing opportunity to gain and use new skills and techniques.

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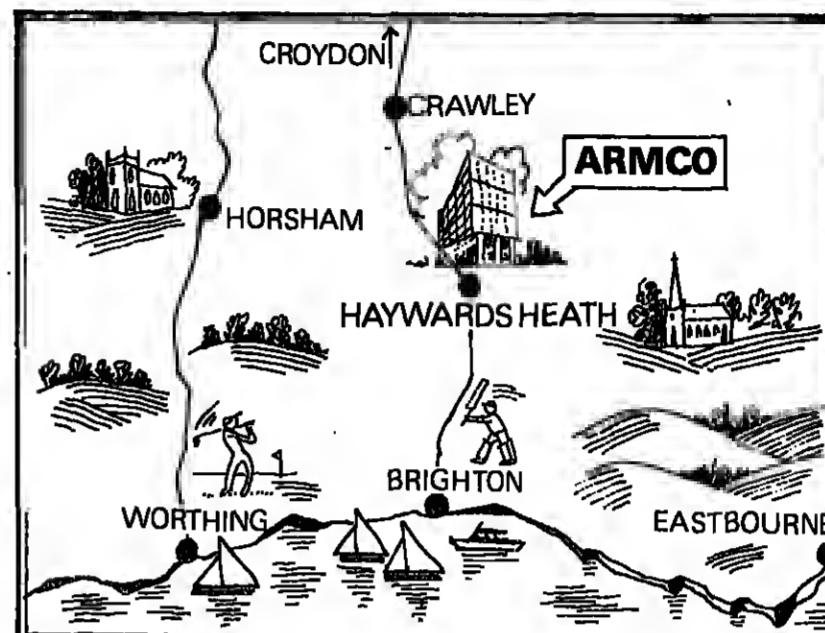
Our central Sussex location offers easy access to the Coast and London, as well as providing a wide variety of housing and recreational facilities.

We are a young installation reflected by the age of our staff and of our operation which has been created from the ground up over the last two years.

At the present time our Paris Company and London office are on-line, using VM/CMS. We anticipate moving towards the use of CICS and database techniques shortly to support the planned growth.

### Kit

Currently running an IBM 4341-2 8 megabyte mainframe under OS/VSI and VM/CMS we plan to progress to a 3083 in 1984/5 under MVS.



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Salaries and benefits make us one of the best employers in Sussex, with a divisional atmosphere that supports it.

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### Systems Analysts

to £13k having developed through a programming background you will by now have gained 2-3 years analysis experience. Ideally having been spent in an insurance or reinsurance environment, could you:

- Produce a variety of insurance packages, for our first time use of Database and CICS?
- Take projects from feasibility study through to implementation.
- Work under pressure in a constantly evolving area?
- Work and communicate with all levels of our Management?
- Ideally, provide T.P. design experience.

### Senior Programmers

to £11k 3-4 years experience gained in an IBM environment using os and cobol. This post will suit the individual with programming flair to demonstrate a high level of skills to those around them, but who doesn't feel the job requires user contact. Unless, of course, you want to persuade us differently. Have you:

- A high level of technical competence in JCL VSAM etc?
- Worked with analysts to produce program specifications?
- Aided system design?

Both positions represent big job opportunities in an expanding company.

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Trade Indemnity

## OUTSTANDING OPPORTUNITIES IN SYSTEM 38 DEVELOPMENT

Due to continued success in their specialist field, this dynamic, young organisation is expanding and seek a further two individuals with the right qualities to contribute to their future plans.

### RPG I/III PROGRAMMER £10,000 + CAR + BONUS

For this position you will need around two years' experience of programming in RPG II and a desire to be involved in both analysis and System 38 development work, sooner rather than later.

### ANALYST/PROGRAMMER (CONSULTANT) £12,000 + CAR + BONUS

The successful candidate should currently be either an Analyst or Programmer, with experience gained on the IBM GSD hardware. A graduate with a background in financial applications and some experience of programming in RPG II would be ideal.

The company see these positions as providing unlimited potential through a wide range of projects. Intensive training will be given where necessary. Length of service, whilst not disregarded, is not as vital as the ability to accept and thrive on the high degree of responsibility offered.

For further details, please call JEFF RUBBERT quoting RRF: A7149.



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As part of this role, the process computer engineer will be required to supervise and manage both small and medium sized computer projects and advise users on process computer applications.

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Candidates should be graduate or chartered engineers and should have at least 5 to 10 years' experience in process computer systems, preferably in the

petrochemical or related industry. A general background in instrumentation, Control Engineering or Telemetry is required. Although the position will be based in London, the successful candidate must be prepared to travel and to undertake short assignments offshore or abroad.

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For the successful candidate who meets our requirements, the total remuneration package will be compatible with their expertise and proven ability. In addition, we offer a generous contributory pension scheme and above average fringe benefits. Where appropriate, a high level of relocation assistance will be provided.

Please write for an application form to: Shell U.K. Exploration and Production (UEP/1621), Shell-Mex House, Strand, London WC2R 0DX.

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1. Computer Architecture  
2. Programming  
3. Information Systems

### Heads of Teaching Groups (Senior Associates)

Candidates should have had several years' experience in the organisation and teaching of computer studies at the level of Higher National Diploma. They should have held a senior post in a relevant British Educational establishment.

**Teaching Staff (Associates)**  
Candidates should be qualified computer professionals with significant experience in the teaching of Computer studies to the level of HND. Candidates who have relevant experience in more than one area of specialisation will have an advantage. A generous package of salary and expatriate benefits will be negotiated with such successful candidates. Posts will begin from December 1982 or June 1983 for two- or three-year appointments.

Interested candidates should phone (01) 580 6572, extension 41, or write to overseas Educational Appointments Department, The British Council, 90-91 Tottenham Court Road, London, W1P 0DT, for detailed particulars of post as soon as possible. Please quote reference 82A 76-82.

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We urgently require experienced analysts programmers with the following skills in contracts in London and surrounding counties:

• IBM	Designers	CICS DL/I
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• TIP/1000	Programmer	COBOL
• DATA GENERAL	Programmer	AOS, INFOS 1, COBOL

We are also interested in hearing from people with either IMS/COBOL, CICS/COBOL, DL/I, MARK IV, or ASSEMBLER.

If you are on contract or are seriously considering taking up contract work, don't delay, forward a C.V. contact Jackie Robbins today.

**FORCE 8** computer services  
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Our client is a market leader in systems software for IBM mainframes. This US owned, highly profitable company employs almost 400 people worldwide and now requires an experienced Sales Professional to maintain its consistent and impressive growth record in the UK.

Based in the London area, applicants should be aged up to 40 and be able to demonstrate a successful track record in either hardware or software sales. An in-depth knowledge of the DP industry and, in particular, of IBM systems software in the 370, 4300 and 303X range, is essential.

The position will appeal to a top UK salesman who is motivated by high earnings, and the benefits normally associated with a leading company will be provided.

Candidates should apply in writing with full c.v. and personal details to the address below.

Applications will be forwarded, unopened, to our client unless clearly marked for the attention of the Security Section, enclosing a separate list of companies to which applications should not be forwarded.

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IMA Limited (Recruitment Division)  
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This post is one of four third-tier posts in the Department and is responsible for the management and development of computer systems throughout the Council's services. The vacancy arises from the retirement of the present holder.

Candidates should have several years' successful management experience plus the enthusiasm drive and ability to effect the changeover from ICL 1803T to an ICL 2958 (scheduled for delivery in July 1983) and to develop the potential of the new installation. 100% removal expenses are payable in appropriate cases.

Further details and application forms, returnable by 17th September 1982 available from: Personnel & Management Services Officer, Chief Executive Officer's Department, Town Hall, Old Road, Scotsthorpe, Lincolnshire L20 7AE. Telephone 051-922 4040, extn. 324. Previous applicants who wish their application to be reconsidered should confirm this in writing. Carrying will disqualify.

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Monpower Services is a corporate function of about 40 staff, which includes a fast-growing New Technology development team of project and technical staff. They have been working on the implementation of text processing and electronic mail facilities using 8 ME28 ICL minis, and a range of local intelligent terminals. We are looking for someone to investigate a new telephone system, combining voice and data transfer, plus the application of a range of dedicated micros.

These two posts will join the team, working on personal computing, network systems, and networks. You will be working closely with technical staff, all levels of Council staff, unions and politicians.

Ideal candidates must display some knowledge, skills or potential in applying computer programmes to simple systems and procedures operating in a local authority. A knowledge of one or more programming languages, particularly for personal computing, would be advantageous. Evidence of the personal skills or potential necessary to make software work in a complex and uncertain environment will be vital.

Please write with a comprehensive C.V. or telephone:

Malcolm Lakin  
Personnel Department  
IGENY LIMITED  
Colney Street, St Albans, Herts  
Telephone: Redditch 4722

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Telephone Barry Shoebridge on 0273 202316.

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IBM OS or MVS COBOL

Ten programmer and four senior programming positions are available with two of our clients who are developing financial systems. Based in the South and Central London they both offer superb working conditions. An advantage would be a knowledge of IMS/DL1, MARK IV or UNIPAY.

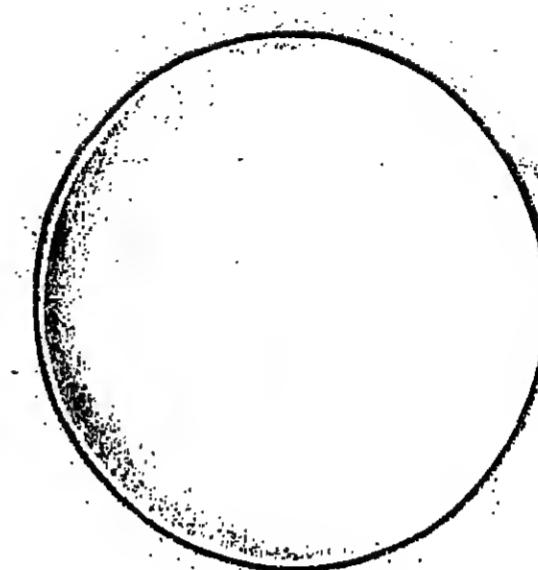
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This represents a rare opportunity to join a Company where the products and the Company name guarantee interested prospects. If you feel you can sell to those prospects and would like to discuss this further telephone Kevin McCourt on Reading (0734) 595346.

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To find out more, call SHIRLEY FRANCIS on 01-4977761 or 01-5422938 (Evening) quoting Ref. SAF.6223.

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To join the Applications team of six which is involved in writing, maintaining, installing and advising on applications programs. Applicants are expected to have experience of using a variety of microcomputers (especially PDP, Apple and RM280Z) and an extensive knowledge of suitable software. The work will involve gathering and dissemination of relevant information and thus close liaison with staff of all departments throughout the Polytechnic. A degree or equivalent in an appropriate subject is expected.

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(0622)

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This is a vacancy in our Chemical Pathology Department for a Systems Designer/Programmer to work on further development and expansion of data management and on-line acquisition system.

This system is being developed on a network of computers including micro, and integrates with a large district wide hospital system. The job offers considerable scope for experience in design, programming and implementation of data management and communications. The successful applicant will be expected to adopt a logical, professional approach and must be used to working to firm schedules. Duties will include the supervision of a junior designer/programmer.

Applicants must be experienced

Application forms and job description available from Personnel Department, University College Hospital, Gower Street, London WC1E 6AU. Tel: 01-387 9300 ext 381, quoting reference TCAS. Closing date 17th September 1982.

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depending on qualifications and experience

£20-25,000

To identify, develop and secure client business opportunities. Applicants should ideally have a degree of business qualification and a minimum of 8 years' DP experience which must include systems design, programming, proposal preparation, both written and oral. Good appearance and the ability to work in an independent mode are essential. Final interviews for this position will take place 6th-8th September, so please telephone for further information and an interview.

- INTERNATIONAL AIRPORTS PROJECTS IBM experience is essential for all jobs at IAF. Currently 30XX's under MVS/JES 2 using ADABAS, COM-PLATE, NATURAL, ACF/VTAM and NCP, also MSA packages.

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## USER LIAISON SECTION MANAGER Jeddah

depending on qualifications and experience

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depending on qualifications and experience

£18-22,000

To be a senior member of the team responsible for analysing, designing and implementing materials management and warehousing systems. Applicants must have a minimum of 5 years' experience in an on-line environment, at least 2 years as a Systems Designer or Analyst/Programmer. Good liaison and communications skills are essential, as is COBOL, NATURAL, ADABAS or COM-PLATE would be a definite advantage.

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## OS SYSTEMS PROGRAMMER Riyadh

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These appointments are ideally initially single status, though married status would be considered for the senior Riyadh appointments.

Final interviews will take place 2nd/3rd week of September.

Contact Jenny Dalrymple-Hay or Ian Murray West on 01-493 2947 (day) or Ian in evenings on Milton Keynes (0908) 663415, quoting Ref. 9927.

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The installation consists of both on ICL 2860 and ICL 2920 computers using DME, TME, and IDMS. The successful applicant will be mainly responsible for the development of office information systems using OTL word processors, ICL 7502 equipment and HY-TEC microprocessors. Experience of office procedures and planning procedures will be welcomed.

Application forms from the Director of Manpower and Management Services, Municipal Building, Kirkby, Merseyside L3 1TX. Tel: 051-548 8855 (Ext. 222) to whom they should be returned not later than 17th September.

(0589)

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## Xylogics

Xylogics is a company engaged in the design, development, manufacture and marketing of microprocessor-based interface devices, peripheral controllers and subsystems for the minicomputer market. The company's principal products are hard disk controllers and subsystems for Digital Equipment Corporation and Data General Corporation's mini and microcomputers. To sustain Xylogics' growth, the following vacancies are available:

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For the position to offer the widest scope, you should possess a flexible and adaptable approach to your responsibilities which are the day-to-day running of the service department and the training and co-ordination of field engineers. You will possess the ability to motivate and lead staff to ensure the company's service and maintenance commitments are fulfilled. Your involvement in the co-ordination of the field engineering team will, of necessity, involve you in field service calls and in-house equipment servicing to component level.

Salary: Fully negotiable from £10,000 with company car

Salary: Fully negotiable from £12,000 with company car

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For further details please telephone or submit c.v. to:

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Merlin Geophysical is an oil exploration contracting company, engaged in the Computer Processing of Seismic Data for the oil industry. We have recently installed a Univac 1100/62E1 and in addition operate a pair of SEL 32/77s both in Woking and Norway.

We now require a

## UNIVAC 1100 SYSTEMS PROGRAMMER

To take overall responsibility for maintenance of systems and communications Software on the 1100/62. Applicants should have substantial Univac 1100 Systems experience. Preferably gained in an 1100/60 or 1100/80 installation.

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**JOB IN SCOTLAND**

Although demand for trainees is low, some Scottish firms are finding experienced people scarce, says Martin Banks

## Recruiting experienced staff a problem North of the Border

AS with many other industries in Scotland, the computer business seems to have settled into the doldrums, with few opportunities for newcomers to get into it — and not that many existing for the experienced either.

It seems to matter little whether an installation is located in the industrial Lowlands, or out into the Highlands or coastal districts. Neither does it seem to make any difference whether the installation belongs to one of the country's traditional industries, like steel making, or to newer, growth industries like microelectronics. In all areas of activity the answer tends to be the same... few if any job opportunities, unless the applicant is prepared to move.

And moving, as far as many people in the existing Scottish computer users fraternity are concerned, means England, and more specifically, the South-East of England where most computer-oriented jobs are felt to exist.

This for example was the view of Alan Richie, operations manager with US-owned semiconductor manufacturer, Motorola. Based in East Kilbride, near Glasgow, Motorola is a company at the leading edge of microelectronics development, and is one of the star names in Scotland's push towards becoming one of the major world centres for this important industry.

"Generally, employment prospects in Scotland are pretty poor," Richie says. "There are very few opportunities. Most of them are down South in England."

This view is supported by David Costine, data processing

sing manager with confectioner R. S. McColl in Glasgow.

"The opportunities in Scotland are few and far between," he says, "especially for trainees. At the moment there is a lack of companies willing to take on trainees."

This once again highlights one of the great dilemmas of industry in general — the classic chicken and egg situation of providing few places for trainees, while at the same time seeking often scarce experienced staff.

Several installations within major companies have suffered along with the companies of which they are a part. A notable example is British Steel. At the Ravelston steel making plant in Motherwell, where the corporation runs a wide range of mainframe and minicomputer systems, the computer staff have faced redundancies along with most other sections of the company.

According to Stuart Logan, chief systems analyst at the site, there have been no new staff recruited in over three years. If positions in the DP department have needed to be filled, the staff have tended to come either from within (through internal promotions) or through appointing and training staff that have been made redundant from other areas of the corporation.

The Council had been "for the first time in ages" able to fill some senior positions. Mainly, these had been ex-Abertornians who had left to get their experience and then been attracted back.

The state of the Scottish computer industry in general, he feels, is reflected in the fact that so few staff in such a generally demoralised industry like steel manufacturing have left the corporation.

"There are not many opportunities anywhere in Scotland," he said, "unless people are willing to move."

Though it might be expected that a depressed industry like British Steel

would suffer in terms of recruitment, those companies that are in other ways doing well are not generally failing over themselves to recruit new staff. At Motorola, for example, ops manager Stuart Richie indicated the company was up to budget on staff levels.

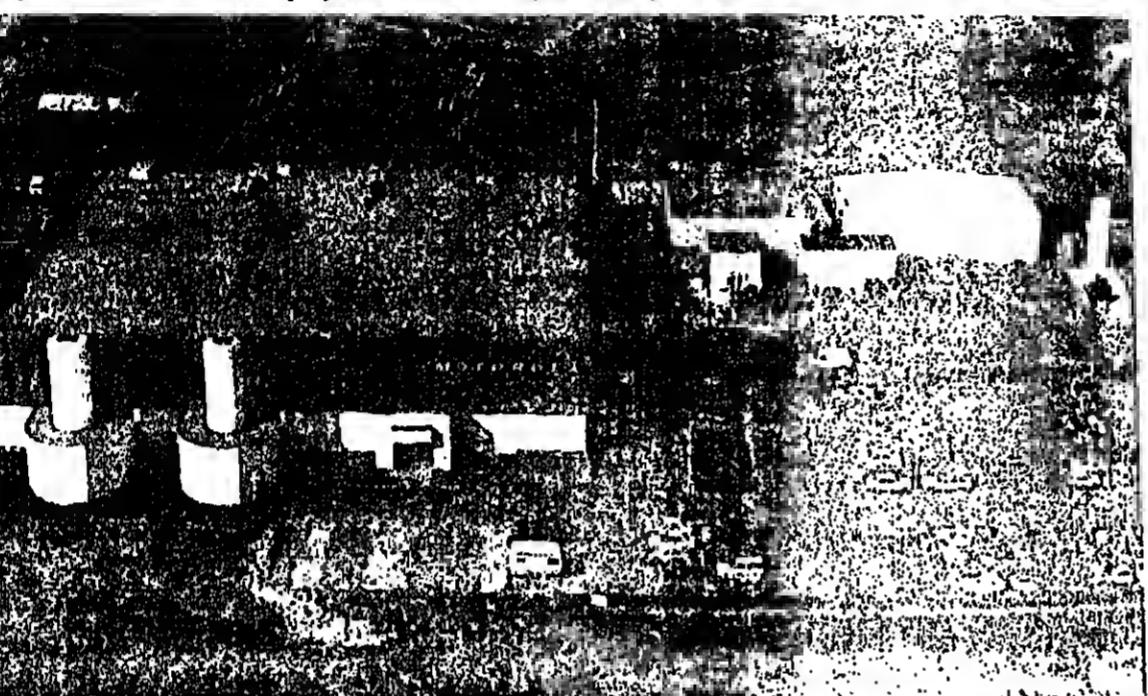
As much of the company's work is remote job entry to the main system in its Phoenix, Arizona headquarters, the majority of the 18 staff are on the operations side, either as operators or key entry staff. On the programming front the numbers are small, and the experience needed considerable.

At this level, the bank has been looking for qualifications of four or five higher level certificates, with no higher seeming to be the lowest requirement at most installations.

One of Scotland's major banks, which has asked not to be named, has been recruiting some new staff lately, and according to a spokesman, has had to difficultly or all in finding staff.

The numbers it has sought were low, however, despite its 400-plus staff level. The bank was looking for "raw" trainee operations staff. It operates a policy of training and promoting from within, so trainee programmers are except staff. Operations is therefore the starting point for nearly all trainees.

At this level, the bank has been looking for qualifications of four or five higher level certificates, with no higher seeming to be the lowest requirement at most installations.



*Motorola is one of the star names in Scotland's push towards becoming a major centre for the semiconductor industry.*

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## HEAD OF COMPUTER SERVICES

Salary: £16,422 p.a. to £19,048 p.a.  
including London Weighting

Applications are invited for the post of Head of Computer Services to be responsible for the continuing successful operation and development of these services. Applicants should have appropriate qualifications, an extensive knowledge of current and developing developments in computer software and hardware and management experience in a similar or related field. Relevant academic qualifications will be a desirable asset.

Conditions of service include contributory pension scheme, and 20 days annual leave.

Salary is on a scale £14,133 p.a. to £17,395 p.a. including London Weighting plus an additional allowance of £300 p.a.

For further details and an application form, please write

an postcard to the Staff Records Officer, City of London

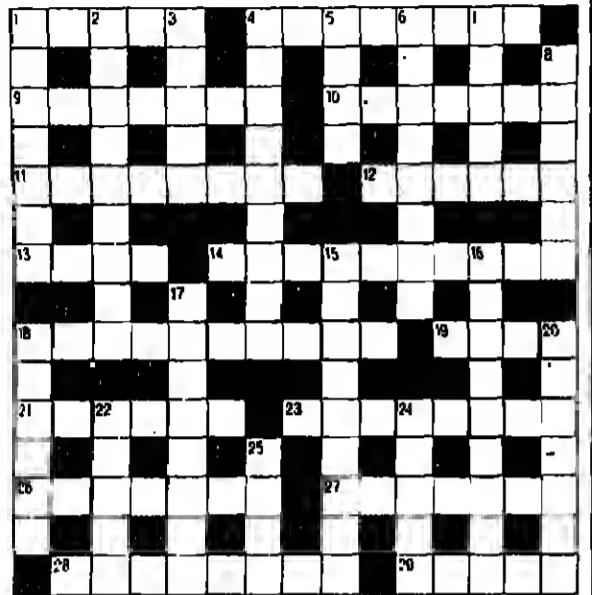
Polytechnic, 117 Roundhill, London EC3A 7BU (reference number 82/70).

10778

**CROSSWORD****Prize Crossword No 32**

Compiled by Alec Robins

A prize of £10 will be awarded for the first correct entry opened. The second and third solutions opened will receive £5 each. Entries to Crossword Competition, Computer Weekly, Quadrant House, The Quadrant, Sutton, Surrey, SM2 5AS, by first post Friday, September 10. Please use a ballpoint to complete the crossword, and include a telephone number at which you can be reached during the daytime.



Name ..... (Miss, Mrs, Ms, Mr, .....)  
Address .....

Telephone .....

I accept the rules and conditions of the Computer Weekly Crossword Competition.

Signed ..... Date .....

**ACROSS**

- What sounds red turned over the lace field? (5)
- Carriage lights will improve one's view (3-5)
- Extremely anxious, like a fox caught by bounds? (7,2,5)
- By way of illustration, ring a chap, one with a morbid self-concept (8)
- People who con prides disgracefully (6)
- Witnessed a dramatic incident, we hear (4)
- Ooo who disposes of papers, breaking down with nerves (4-6)
- University status that caters friendliness (10)
- Rebuff for warship appearing around the North (4)
- Tomb with name on, carved by acupitor (6)
- See me repeatedly eating, refuse for a film (8)
- Where's very naughty pupil is taken, getting a staggering blow? (5,2,3,4)
- Torch refills made in uninteresting little rooms (3-5)
- After parties, 'e'd a

**DOWN**

- Hospital springing up over head's lack of experience (7)
- NCO sent round the East for material (9)
- Heather, a girl's name (5)
- Has meal in digs, unusually, being light-headed (9)
- Label put up on eastern entrance (4)
- Queen paid a tec extravagantly for undisturbed tranquillity (5,3,5)
- A cooling drink for a Grand National horse? (6)
- A good man, and is holding permit to make dagger (9)
- Overalls, amesliog gear when in sandhills (9)
- Concerned with the house, the head's having a muscular convolution (8)
- A amount you've to imagine (6)
- Car-makers finished, all mixed up (7)
- Risk losing head with passion (5)
- Start to brag about a funny little loaf (5,4)

**RULES AND CONDITIONS**

- Each competitor may submit no more than one entry.
- The competition is open to all readers of Computer Weekly with the exception of the staff of IPC Business Press Ltd, any printers employed by them or the near relatives of any such staff.
- The solution of each puzzle will normally be published in the issue three weeks after the puzzle has been published.
- Winners will receive their prizes during the month following the competition.
- The successful applicant will be based in Thame Dilton and work alternate weekly shifts (three shifts). In the near future Monday to Friday. Salary will depend on age and experience.

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Appointments will be at Higher Scientific Officer level. To apply you should have a degree or equivalent in an appropriate subject and at least 2 years relevant postgraduate experience. Knowledge of networking and communications systems would be valuable, together with experience of GEC 4000 series computers. Training will be provided if necessary.

Starting salary depending on age, qualifications and experience, will be in the range of £6,840 - £9,126 p.a.

NERC is not a Government Department but conditions of service are similar to those of the Civil Service.

For further details about the work, contact Mr D. J. Hughes on 051-653 8633 Ext. 253.

Telephone or write for an application form (to be returned by 16th September 1982) to: Mrs. P. Judson, NERC Scientific Services, Polaris House, North Star Avenue, Swindon, Wilts, SN2 1EU. Tel: Swindon (0793) 40101 Ext. 481.

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For further details and application form contact:

Jane Rose  
**ENTERPRISE SYSTEMS GROUP LIMITED**  
Thames-side Computer Centre  
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Telephone: 01-398 8445

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COMPUTER CENTRE****PROGRAMMER/  
ADVISER**

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or £8861-£9252

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Application forms obtainable from The Personnel Officer, County Hall, Bedford (see please). Closing date September 22, 1982. Applications are invited for the above post from suitably qualified and/or experienced disabled persons.

**NETHERHALL  
SCHOOL****Microcomputer  
Programmer**

Temporary appointment from mid-September to 31 March, 1983, with possible extension to one year, for Programmer to take part in educational software project involving Netherhall School, Netherhall College and Cambridge University Press. Applicants must have good working knowledge of BASIC and Interlisp in graphics. This work will be mainly on the BBC Microcomputer. Professional experience not essential.

Application form and further details from: The Bursar, Netherhall School, Queen Edith's Way, Cambridge.

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BRISTOL****LECTURER IN  
COMPUTER SCIENCE**

Applications are invited for a lectureship in Computer Science within the Department of Mathematics to commence on 1st January, 1983, or as soon as possible thereafter. Further particulars may be obtained from the Registrar, Senate House, Tyndall Avenue, Bristol BS1 1TH, to whom applications should be sent by 17th September, 1982 (please quote reference E.B.).

Send details of résumé, contract salary record and management experience to: Box No. 1212.

Strict confidentiality assured.

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LOOK

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Contact: Don Burridge.

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The territory comprises the area South of London along the M3 down to the South Coast and ideally the candidate should live in the S. London/M3 area to facilitate access to his office base. Sales targets are realistic and will produce gross income c£25K.

Contact: Norman Oscleton.

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- (b) Design and Specification of Systems
- (c) Programming
- (d) Implementation of Systems
- (e) User Support.

Applicants should have a good honours degree in Computer Science or related subjects.

Suitable candidates will have experience in the use of Multifunction computers and as a programmer in a Database environment would be an advantage.

The Database Section of the Computing Division uses standard database packages to form the basis for development of systems to meet user requirements. The work is interesting and varied and requires a high degree of skill.

The post will be in one of the following grades, depending on your qualifications and relevant experience:

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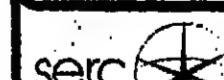
The salary is incremental and includes a non-contributory pension scheme.

The Laboratory is a friendly community with its own restaurant and sports facilities nearby.

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Application forms from: Research Office, RAL, Science and Engineering Research Council, Chilton, Didcot, Oxon, OX11 0QX. Tel: Abingdon (0235) 21900 Ext. 510 quoting ref VN/076.

Closing date for applications 23rd September, 1982.



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